September 1958

The Office

Magazine of Management · Equipment · Methods

Saves $150,000 a Year . . . page 111

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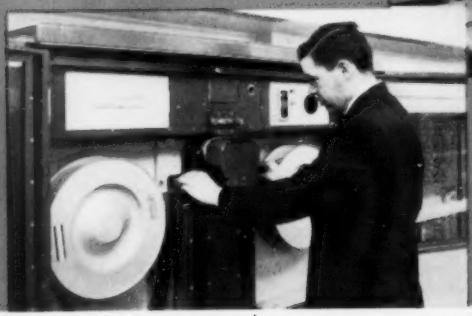
Doctor's System page 23



Electronics in Bank . . . page 106

NEW REGULAR FEATURE: AUTOMATIC SYSTEMS . . . page 99

NEW!
THE SMITH-CORONA
SECRETARIAL
BRINGS YOU

accelerator action

Test and discover the lighter touch and livelier action that means more typing speed, greater typing ease!

More typing freedom, more typing speed on the new Smith-Corona Secretarial Typewriter! New *Speed Booster* accelerates every stroke with less typing effort, makes the keyboard come alive – actually gives greater typing ease.

And Smith-Corona's Accelerator Action also brings you a marked improvement in typing *quality!* Each character prints the same clear, crisp impression – gives a uniform, professional appearance to every page of every typing job.

Call your Smith-Corona representative for a demonstration today!

LOOK AT THESE EXCITING SECRETARIAL FEATURES!

Clean, Modern Appearance • Seven Decorator Colors • Rugged Construction • Exclusive Total Tab Clear Lever • Exclusive Half Space Key Instant-Set Margins • Exclusive Page Gage. The new Secretarial is available in fabric and carbon ribbon models, in a complete range of type styles and carriage widths.

THE NEW **Smith-Corona** SECRETARIAL

For More Information Circle No. 270

SIMPLEST OFFSET DUPLICATOR IN THE WORLD!

DAV-A-MATIC

WITH EXCLUSIVE

AUTOMATIC PLATE CHANGER

. . . RUNS ALL DAY WITHOUT STOPPING TO CHANGE MASTERS!

Davidson's revolutionary DAV-A-MATIC, first Offset Duplicator researched in the laboratory of modern business and industry, simplifies General, Short-Run and Systems Duplicating!

Changes Plates Automatically! New Automatic Plate Changer attaches and ejects plates *while machine is running* — in a matter of seconds!

Speeds Up Systems Duplicating! New Universal Systems Feed combines automatic suction and hand feeding of Systems forms, records, communications!

Cleans Blanket Without Stopping! Just press the lever while machine is running! No messy cloths, no ink-stained fingers . . . operators love it!

Attaches Plates Instantly! New Master-Minder Plate Clamp grips and releases plates without locks or gadgets. Ideal for use with overlays, block-outs!

DAVIDSON CORPORATION
A Subsidiary of Mergenthaler Linotype Company
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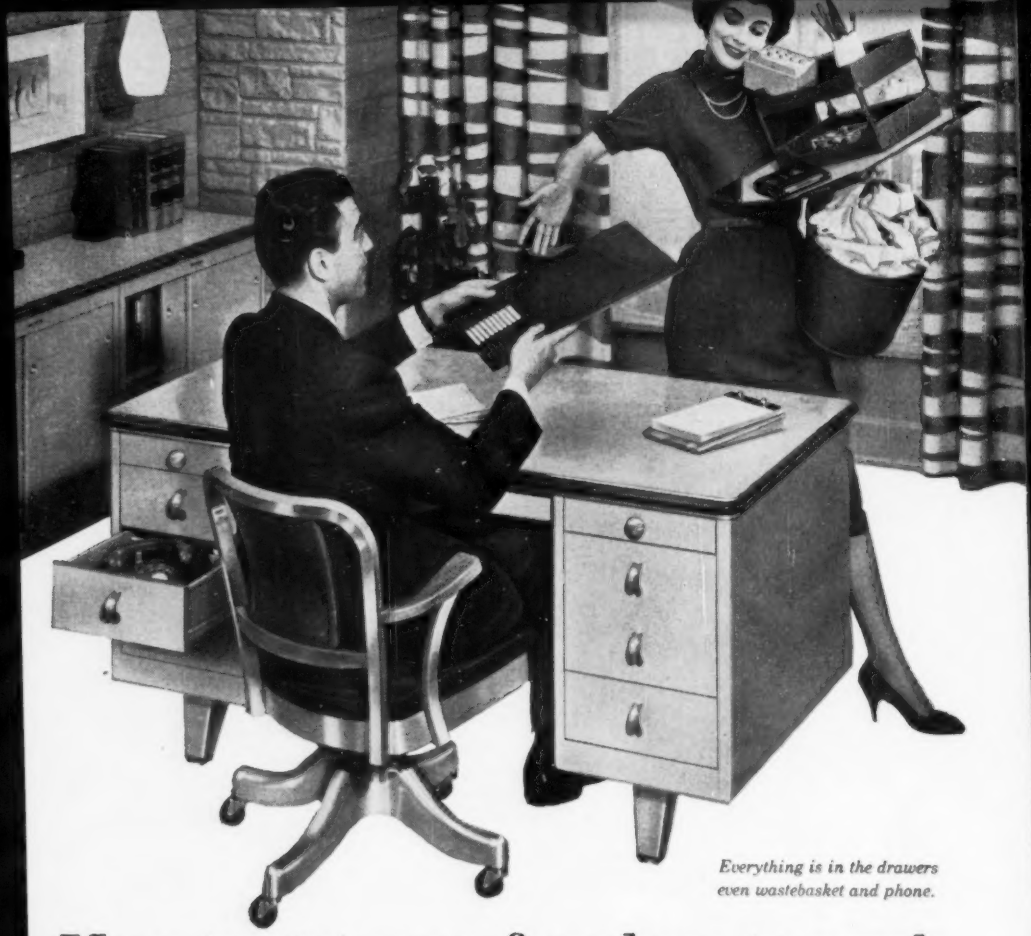
Name_____
Firm_____
Street_____
City_____ Zone____ State_____

OM9-8

For More Information Circle No. 206



Everything is in the drawers even wastebasket and phone.

How to get new freedom to work

New Clutter-Proof Desk keeps top clear and organizes drawers

How much time and money do cluttered desks waste in your office?

Desk top clutter and desk drawer hodgepodge aren't confined to the careless. Even people who *try* to be neat and efficient get no help from their desks.

But this new Shaw-Walker Clutter-Proof Desk actually "lends a hand." Fully 75% of the things that pile up on top or in drawers of other desks have a *specific place inside* this desk.

The in-drawer organization is a marvel of convenience. There are in-drawer letter baskets, work separators, letter files, card trays, forms shelves and work tools organizers. There's even an in-drawer wastebasket and provision for an in-drawer telephone.

Usable working space on the desk top is doubled. *You get new freedom to work.*

See these new Clutter-Proof Desks at one of our 17 branches or 470 dealers. There are 58 beautiful color combinations. Or write for our new 252-page Office Guide. Shaw-Walker, Muskegon 4, Mich.

"Built Like a Skyscraper"

SHAW-WALKER Largest Exclusive Makers of Office Equipment
Muskegon 4, Mich. Representatives Everywhere

The Office
Magazine of Management · Equipment · Methods

SEPTEMBER, 1958
VOL. 48, NO. 3

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Before you spend time and money training a man for a job which could mean his relocation, you had better get the firsthand opinion of his wife.
MAURICE F. RONAYNE

A Bookkeeping System for Doctors 23
The doctor who uses modern therapeutic equipment, but lets his bookkeeping be done manually, is like a patient who postpones a necessary operation.

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Applying the fundamental principles of scientific management to everyday office operations assists the supervisor to obtain higher standards of performance and lower unit costs.
ARTHUR E. FAIN

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Some of Us Are Going the Other Way 100
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This system is even more profitable than indicated above because the data processing machines, without intermediate machinery, immediately produce valuable analyses as a by-product.
HUGH M. ATWOOD

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CIRCULATION OF THIS ISSUE OVER 50,000

"Here's why we chose

LEGGE FLOOR POLISHES"

(a true story)

"We tested dozens of products on our resilient floors before zeroing in on a LEGGE Polish.

"Then Purchasing got into the act, challenging us on the question of economy. We in Plant Engineering agreed to a contest with a cheaper competitive polish.

"A 55 gallon drum of each was applied to floor areas which were alike in every respect. Within a month, the competitive polish had been *'walked off'* the floor. The LEGGE Polish functioned perfectly with no loss of slip-resistance or rich appearance for *more than 4 months!*

"As a result of this tremendous saving in labor and materials, LEGGE Polishes are now used exclusively throughout the plant."

This happened in one of the Midwest's largest industrial buildings. It could happen to you, too. Send for Free floor maintenance booklet today.

Walter G. LEGGE Co., Inc.

YOU'RE SAFE WHEN YOU HAVE LEGGE TO STAND ON
LEGGE SYSTEM of Safety Floor Maintenance

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101 Park Ave.
N. Y. 17, N. Y.

Branch offices in principal cities.

For More Information Circle No. 313

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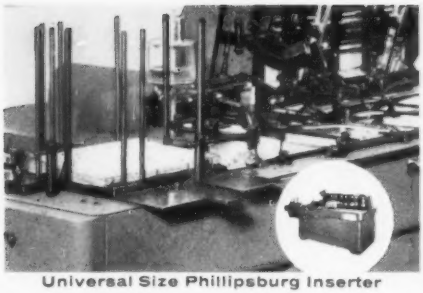
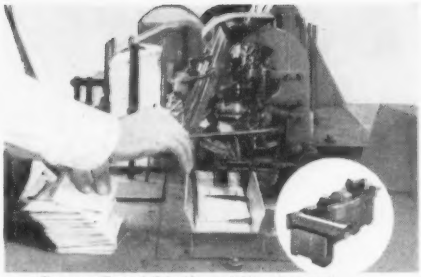
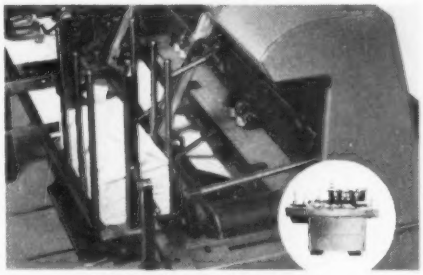


Universal Size Phillipsburg Inserter



Open-Feed Station Attachment

What's new in mechanized mail inserting?



Punch-Card Attachment

3 new developments in Phillipsburg Inserters!

Bell & Howell Phillipsburg Company, pioneer in mechanized mail processing equipment, is designing new machines for every mailer. Here are three new developments in Phillipsburg Inserters:

1. **Universal Size Phillipsburg** Stuffs insert sizes from 5⅛" x 3¼" up to 11⅛" x 8¼"! Provides fast, accurate vacuum feed. Ideal for publishers, stores, brokerage firms, all mailers!

2. **Open-Feed Station Attachment** Allows hand feeding of inserts – punch cards, sales slips, capsules, cards – plus automatic stuffing.

3. **Punch-Card Attachment** Stuffs punch cards by the *knife edge* principle, the system used on all punch-card machines for accuracy, regardless of hole positions in card!

Have an inserting problem? Ask us to help you solve it. **SEND COUPON**

FINER PRODUCTS THROUGH **IMAGINATION**

Bell & Howell Phillipsburg

PHILLIPSBURG, NEW JERSEY

Successor to Inserting and Mailing Machine Company

Bell & Howell Phillipsburg Co., Phillipsburg, N.J.

Send more information on _____ (*mailing problem*)

____ Universal Size Phillipsburg ____ Open-Feed Attachment ____ Punch-Card Attachment

Name _____

Firm _____

Street _____

City _____ *Zone* _____ *State* _____

OM 9-8

For More Information Circle No. 205

A CHALLENGE PAPER CUTTER for your Duplicator Operation HELPS YOU...

Ideal for girl operators is this 19" Challenge Power Cutter featuring a special two hand safety control.

SAVE TIME

A Challenge Paper Cutter is the easy convenient way to make your duplicator operations more productive. You handle all your cutting and trimming needs right on the spot. No need to send jobs out. There's no unnecessary delay in handling. No waiting for delivery.

SAVE EFFORT

Challenge Paper Cutters are easy to operate. They require very little effort and no previous experience on the part of the operator . . . and they are real production cutters handling 2 inches or more of paper at one cut.

SAVE MONEY

A Challenge Paper Cutter enables you to buy paper in the most economical sizes . . . print it in "multiple forms" more efficiently . . . run off-size jobs from standard stock . . . and reduce waste.

Challenge makes both power operated and hand lever cutters — in the sizes most widely used by duplicator users — 19" through 30". See your Duplicator Equipment Dealer or write Challenge for complete catalog.

PC-108

Challenge®

The CHALLENGE MACHINERY CO., GRAND HAVEN, MICHIGAN

For More Information Circle No. 231

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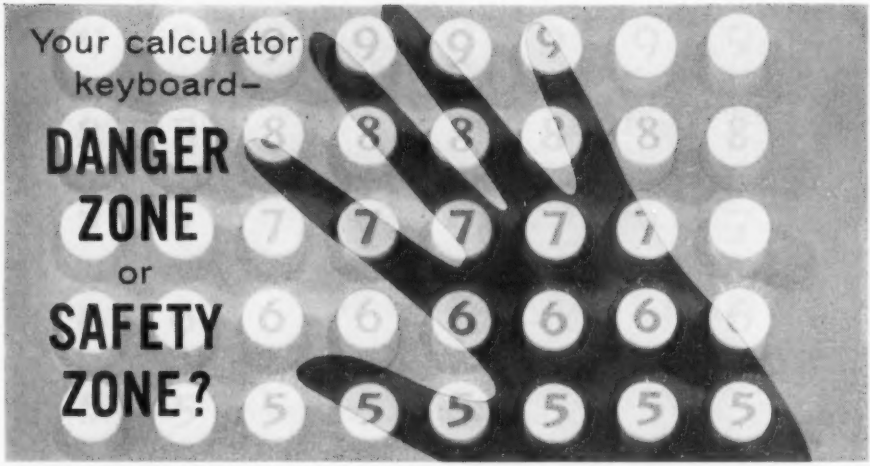


*You're safe from costly keyboard errors with Marchant's exclusive check dial**

*This keyboard entry check dial is provided only on the Marchant, among all American-made calculators.

Whether the problem is addition, subtraction, multiplication or division, touching just *one wrong key in the keyboard can lead to a wrong answer.* That is why, on other types of calculators, the keyboard is a *danger zone* that constantly threatens figurework accuracy. Wrong answers increase figurework costs . . . and errors can be costly!

But with the Marchant calculator it's different. On a Marchant, the keyboard zone is a *safety zone!* Only on a Marchant* do you get straight-line, *keyboard*-dial proof of accuracy. You can see every entry at a glance. Marchant's *visible* proof of *right* entries means you can be confident of *right* answers!

Ask the local Marchant Man to show you how this *accuracy insurance* can save you from expensive errors, cut your figurework costs, and boost figurework output. Or, write on your letterhead for full information.

MARCHANT CALCULATORS

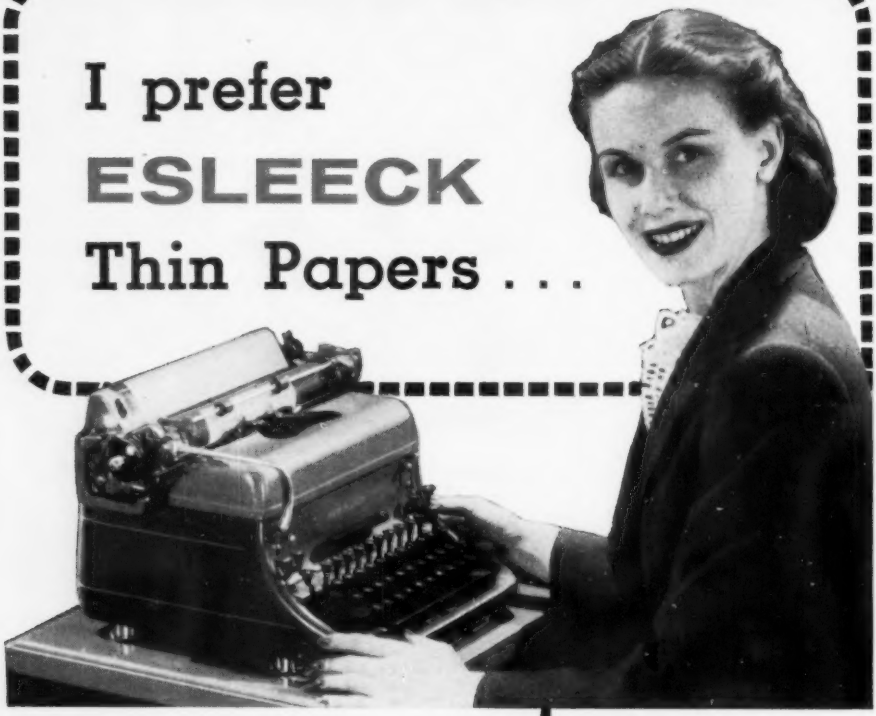
Division of SMITH-CORONA MARCHANT INC.

OAKLAND 8, CALIFORNIA

Modern Management Counts on Marchant

For More Information Circle No. 255

I prefer ESLEECK Thin Papers . . .



for our Letterheads, Copies, Records and Forms. They are the Summit of Quality and greatly reduce our Typing, Mailing and Filing expenses.

FIDELITY ONION SKIN
•
SUPERIOR MANIFOLD
•
CLEARCOPY ONION SKIN

SEND FOR SAMPLES

ESLEECK MANUFACTURING CO.
TURNERS FALLS, MASSACHUSETTS

BETTER COTTON FIBER PAPERS

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Why Not Interview the

MAURICE F. RONAYNE
Chief, Procedures & Methods Div.,
U. S. Federal Mediation &
Conciliation Service,
Washington, D. C.

TO RECRUIT AND TRAIN a good engineer in a specific job costs industry from $500 to $20,000. These figures hold true for many management and professional jobs in business. All this is lost when the man quits after his training period.

One company recently spent six months time and effort plus an estimated $6000 to prepare a young man to take over an important managerial post. Just before he was to be assigned to a branch office in a city about 200 miles from his home town, he balked. He said that he couldn't go to the new city and leave his home town.

Was this the first time that the young man learned that working for the company might mean a relocation? Had the company played a dirty trick on him or led him on with false promises? No, of course not. Before he had been hired, the company regional director had explained in detail that employ-

Wives?

ment might mean a great deal of travel away from home, long and unusual hours, and possible relocation for him and his family.

Did the prospect understand this? Would he be willing to accept these inconveniences to be able to join the firm? Sure, he understood, and it made no difference to him.

The regional director, no amateur at recruitment, told the man to discuss the whole thing with his wife. Tell her it might mean taking the children out of school and bringing them to a new environment. The family would be unsettled for a while until the husband found suitable living facilities in the new location. This relocation was just a possibility, but the new man should be prepared to meet it.

The prospect agreed to be transferred if it were necessary. He said he would also discuss the whole job and its bad points over with his wife. The next day, the man returned and told the regional director that he and his wife had talked over the proposition and that both agreed he should accept it. His wife thought that it was a wonderful opportunity and she would move anywhere to help him get ahead.

Six months later, the new man told the boss that he couldn't relocate; after $6000 had been spent on him. His reasons? Well, his wife, who had a legal education, couldn't give up her part-time legal job paying $5000 a year. Besides, both his own parents and his in-laws lived in the same house with him and his wife. They would have no place to go if he moved. There were the kids . . . and so on.

He wanted to get ahead in his own career by going with the company, so he jumped at the chance to work for them. He saw only the good points about the job and none of its bad ones. Sure, he asked his wife about it . . .

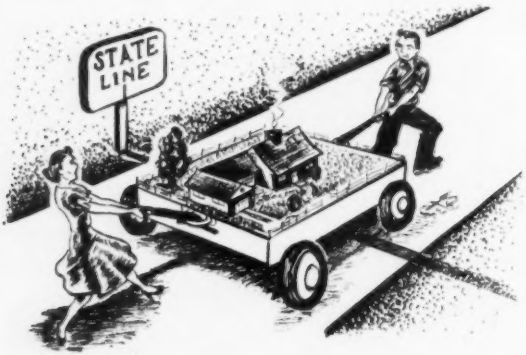
gave her the best points about the new job. Any relocation, he told her, was very doubtful. The regional director had said that it was only a possibility. So the wife said sure, get the job first and we'll see about the problem of moving if and when it comes up.

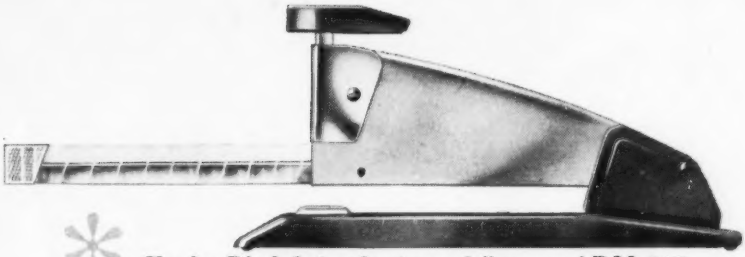
Well, it came up. The young managerial prospect quit the company, taking with him $6000 of the company's money. Was he dishonest? Had he stolen the money? Yes, he had, in a way. On the other hand, he was not entirely to blame. The company was at fault, too. It should have protected its own interests. The company was negligent because it interviewed the wrong person for the job. It should have interviewed the wife.

Ludicrous? No, not at all. Remember that we live in a land where the wife is an equal partner with the husband in having a say in family affairs. "Togetherness" may sound like a joke to some, but it is not so when it comes to domestic affairs. In our society the wife generally has her say in decisions of her husband's if she or the children will be greatly affected by them.

This does not mean that the regional director should have gone into the man's home to see his wife. He should have arranged for her to get firsthand information about a job which would entail her moving home and children. He should have made clear to both husband and wife that relocation would be a probability, not just a possibility. If the boss had done this, the man would not have come into the firm, and $6000 would have been saved.

There are ways to see the wife and give her the full, and perhaps from her viewpoint, "ugly" details about the job. Government agencies, such as the State Department and the military, try to size up the wife to make sure she can handle the social duties and responsibilities of the wife of a U. S. representative abroad. Private firms doing business overseas do not hesitate to spend the money to find out if the prospective employee, his wife, and even his children, are mature and cohesive enough to surmount problems encountered in a foreign land. When it may cost as much as $20,000 to establish a man and his family at an over-





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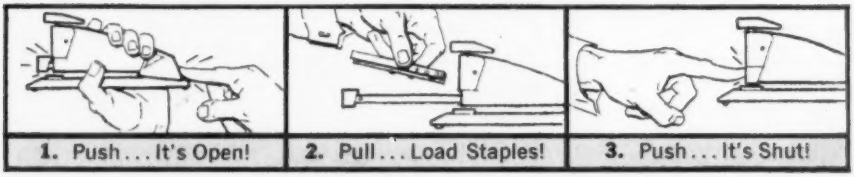
WORLD'S EASIEST LOADING STAPLER

Push Button Action...Loads in 3 Seconds!



The revolutionary ADM-567 stapler puts an end to tedious, nail-breaking loading chores forever! No other stapler at any price has this front-loading feature. No spring to pop out, nothing to pry open. It's foolproof! Staples up to 40 sheets with any standard staple! Only the ADM-567 gives you the "Staple Sighter"... tells you when to reload staples!

Precision-made... rugged, jam-proof construction.

Staple it on the hardest surfaces, pound it, drop it... it's absolutely jam-proof! It's made of the finest steel... has no complicated mechanisms that break down.

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DOUBLE EARLY BIRD SPECIAL!

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ADM-314 Standard Staples regularly 90c box of 5000 **only 50c**

DEALERS: Write immediately for liberal discount schedule!

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For More Information Circle No. 266

Oasis Hot'n Cold adds zip to happy coffee-breaks

Oasis Hot 'n Cold with refrigerated compartment.

Yes, a Hot 'n Cold cuts coffee-break time 50% . . . pays for itself in months.

You end going out or sending out for coffee. There's no more messy coffee-making. You can stop costly coffee-break absenteeism overnight: Oasis 2-in-1 Hot 'n Colds near work areas give employees all the lift of a tasty coffee-break in half the time—plus cool water . . . and new instant soft drinks.

In seconds, you have an Oasis coffee-break. Just pour instant beverage into the cup. Fill with piping hot water from the Hot 'n Cold. Stir—and you have super-delightful coffee, chocolate, or soups. It's easy and fast.

As a new service, hundreds of businesses are using Oasis Hot 'n Colds to add tasty hospitality: Motels, beauty shops, auto dealers and many others make customers and prospects happy with an Oasis Beverage Center.

FREE BEVERAGE OFFER

From September 15 to December 15, 1958, you get a FREE Beverage Bonus with your order for an Oasis Hot 'n Cold. Has 100 packaged beverages—instant coffee, chocolate, beef and chicken broth, instant soft drinks, Pream and sugar. AND 100 cups, 100 spoons. Send coupon NOW. Get your free beverage certificate and free booklet, "How To Cut Coffee-Break Time In Half."

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HOT 'N COLD WATER COOLERS

and standard coolers. Pressure and bottle models. Sold everywhere . . . rented in many areas.

Distributed in Canada by G. H. Wood & Co., Ltd.

For More Information Circle No. 204

THE EBCO MANUFACTURING COMPANY
Dept 3-J, Columbus 13, Ohio

Rush me free copy of "How To Cut Coffee-Break Time In Half" plus my FREE BEVERAGE CERTIFICATE.

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company _____

address _____

city _____ zone _____ state _____

seas post for his first year, the employer has to make sure that the wife supports her husband 100% in the move and that she has been able to base her decision on all the available facts.

This same principle should hold true in business, regardless if a relocation is involved or not. When a company may lose $500 to $20,000 on a man, it has to play it safe.

Various methods can be used to see that the wife learns all the facts she needs to know about her husband's new job. This means both sides of the picture: the good and bad points. For example, she and her husband can be invited to a company party or luncheon where it can be arranged for a company employee, or even a company wife, to give her the full details of working for the company, and sound out her feelings about her husband accepting the position. One large insurance company recently flew a couple to its New York office from California for such an interview.

The wife should know what she and her husband are getting into. Even if she does relocate, she may become bitter and continuously nag her husband. No man can produce 100% under such conditions.

Each employer should meet the wife of a prospective employee before he is finally hired if:

1. The job means relocation, either now or in the future.

2. The job will take the husband away from home frequently due to travel or long hours.

3. The job will require the husband to work unusual hours or leave home

a push-button conference...at your fingertips!

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Transistor
INTERCOM SYSTEM

IMMEDIATE CONTACT WITH ANY DEPARTMENT! SAVES MONEY! SAVES TIME! CUTS COSTS!

POWERED FULL YEAR BY 9 VOLT EVEREADY BATTERY

The new Centrum T-4A intercom is the most advanced office communication system designed. Handsome styling, rugged construction, transistorized amplification... powered for 1 full year by a small 9 volt transistor battery. No maintenance—just install it, forget it. LOW COST —Only $79.50 for the high quality Centrum T-4A Set complete with 1 master station, 1 remote station and 60 foot connecting cable. More remote stations may be added at low cost. Call or write today for a convincing demonstration of the best and most practical intercom system for any office — CENTRUM T-4A.

REEVES EQUIPMENT CORP. 10 EAST 52nd STREET, NEW YORK 22, N.Y.

For More Information Circle No. 332

I've been framed!

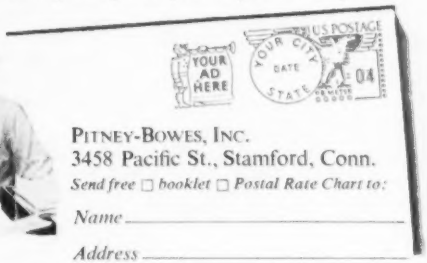
"I thought they'd have a postage meter in this branch, like I had in the home office. But it's the old lick and stick. Slow. Messy. I think I'll transfer back!"

- Now there's a postage meter for even your *smallest* branch! See PB's little Model D M, a low-cost desk model. A third of its users spend less than $1 a day in postage!
- The DM prints your postage as you need it for any kind or class of mail. You always have the right stamp value on hand. Saves time and postage, gives you *company-wide* postage control. And metered mail takes less handling time in the postoffice, can often catch earlier mail trains and planes.
- The DM meter seals as well as stamps envelopes — other models do both simultaneously. And it protects postage from loss, damage, misuse; does its own accounting.
- It also provides *parcel* postage on special gummed tape, with a *dated* postmark. Prints your own postmark ad, if you like.
- No minimum volume of mail is required; anyone can easily use a DM.
- There's a postage meter model, hand or electric, for *every* office. Ask the nearest PB office to show you, or send coupon for free, illustrated booklet.

FREE: *Handy desk or wall chart of new Postal Rates, with parcel post map and zone finder.*

PITNEY-BOWES

Postage Meter



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Send free ☐ booklet ☐ Postal Rate Chart to:

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Offices in 107 cities in U.S. and Canada.

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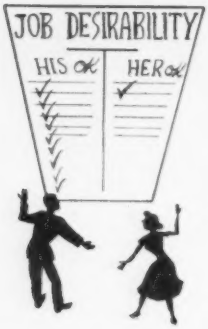


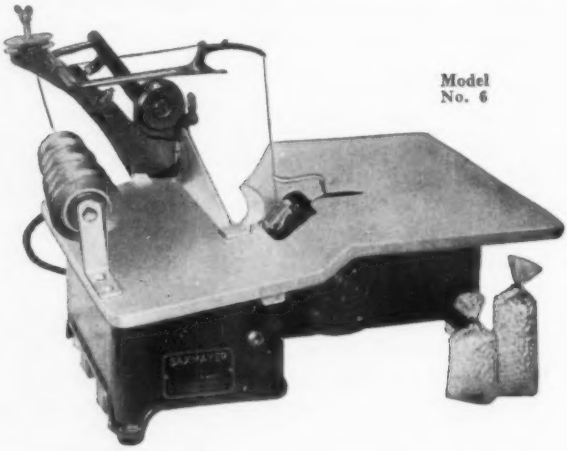
at a moment's notice to carry out a work assignment.

Keep these criteria in mind when you are recruiting. Interview your prospects to screen out those you obviously don't want. When you have narrowed your final selection down to a few candidates who are family men, meet the wife so that you can determine, as best you can, how she feels about putting up with the job's disadvantages which may include — getting supper at odd hours, being miles away from mother, having to make new friends, fight new landlords and bargain with strange merchants.

If the wife appears, in your judgment, to be the kind who will give to her husband full support in his new job, then your chances have greatly improved that he'll stick with you. The company can feel more confident that its money will be wisely invested in training this man for a productive career in its service. This is no foolproof system to prevent you from losing $500 to $20,000 on trainees who quit after a few months of non-productive employment, but it certainly can help to minimize your losses.

Cut Your Mailing Costs!

with the Model No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail — also designed for **general purpose tying** of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost. All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

WRITE DEPT. J

NATIONAL BUNDLE TYER CO. • Blissfield, Michigan

For More Information Circle No. 333

How to persuade a man to read a memo

1. BRIBE HIM TO READ A SLOPPY MEMO

Better yet, don't send out sloppy memos. Be sure that they're clean, inviting and easy-to-read — on clean, inviting Hammermill Mimeo-Bond.

2. USE HAMMERMILL MIMEO-BOND

You'll like it for what it *doesn't* do. Lint free, it *doesn't* clog the stencil. It *doesn't* feather when you write on it. And because of its unique "air-cushion" surface, it *doesn't* leave messy "set-off" on the back of your mimeographed bulletins and messages. Hammermill Mimeo-Bond *does* give you up to 2,000 clean, readable copies from a single stencil. Seven handsome colors, plus bright white. Hammermill Paper Co., Erie, Pa.

USE HAMMERMILL MIMEO-BOND
to get your messages read

For More Information Circle No. 257

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LEADING MANUFACTURERS OF INTRICATE, ACCURATE, ECONOMICAL SPECIALTY MULTI-PART BUSINESS FORMS and MARGINSORT* CHECKS

Stevenson & Smith, leading business forms manufacturers and business systems creators, are represented, coast to coast, by outstanding Business Forms dealers and systems analysts . . . .

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Write for name of your nearest Stevenson & Smith representative.

Gentlemen:
Please send us the name of our nearest Stevenson & Smith Representative.

Name ..... Title .....

Company .....

Address .....

City ..... State .....

STEVENSON & SMITH, INC.

39 Lackawanna Place
Bloomfield, New Jersey

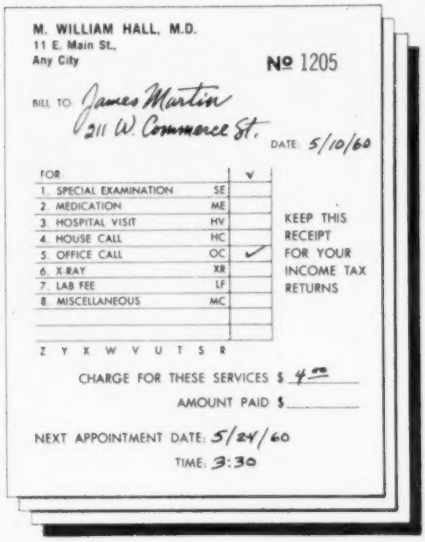
For More Information Circle No. 260

A Bookkeeping System for Doctors

A DOCTOR'S bookkeeping system, designed around a desk model bookkeeping machine, has been found effective after extensive tests in doctors' offices. A preliminary survey by National Cash Register Co., found the following basic records appearing in one form or another in all systems:

1. Patients' Treatment or History Record.
2. Appointment Sheet, or Book.
3. Daily Log.
4. Patients' Ledger.
5. Monthly Statement.

Except in rare cases, bookkeeping entries are never made on the patients' history record and rarely in the appointment book. These are separate records of various sizes and shapes, generally



M. WILLIAM HALL, M.D.
11 E. Main St.,
Any City

№ 1205

BILL TO: James Martin
211 W. Commerce St.

DATE: 5/10/60

FOR		✓
1. SPECIAL EXAMINATION	SE	
2. MEDICATION	ME	
3. HOSPITAL VISIT	HV	
4. HOUSE CALL	HC	
5. OFFICE CALL	OC	✓
6. X-RAY	XR	
7. LAB FEE	LF	
8. MISCELLANEOUS	MC	
Z Y X W V U T S R		

KEEP THIS RECEIPT FOR YOUR INCOME TAX RETURNS

CHARGE FOR THESE SERVICES $ 4.00

AMOUNT PAID $

NEXT APPOINTMENT DATE: 5/24/60

TIME: 3:30

Three-part fee ticket, most important part of the doctor's accounting system.

DID YOU LOCK the Safe?

Sure you did. You, or someone in your office, locks the safe every evening. But if it's an old safe—if it doesn't carry an Underwriters' Laboratories label—you might as well leave it open. Locked or open, it won't protect your records from a severe fire. And 43 out of 100 firms losing their prime records in a fire never reopen. Play it safe—with a Meilink A label safe. There is no safer safe in the whole wide world. See your Meilink dealer or write for folder to Meilink Steel Safe Company, Toledo 6, Ohio.

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Most complete line of safes and insulated products

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Please send me your folders on Meilink safes and Hercules insulated steel files.

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Company

Street *Zone*

City *State*

For More Information Circle No. 344

Two *NEW* Teletype tape

More uniform work loads, greater accuracy, lower cost,

TAPE PUNCH

Teletype Model 28
Typing Reperforator

TAPE READER

Teletype Model 28
Transmitter-Distributor

For More Information Circle No. 316

units speed work, cut costs

faster handling, greater operating efficiency in:

- **sales, sales analysis, warehousing, accounting, purchasing, production control, shipping, receiving, manufacturing;**
- **communications, data processing, automation and paperwork simplification.**

These new punched tape units offer you the opportunity of extending your communication and business systems into new departments at a relatively low cost. They can be used individually . . . or in combination with other Teletype equipment . . . or with such business machines as computers, calculators and card punches.

All advanced Teletype Model 28 features—operation at 100 words per minute, handsome styling, compactness, extremely quiet operation, modular design, metal clutches that require oiling only once or twice a year.

TAPE PUNCH • The Teletype Model 28 Tape Punch is a receiving unit—for message relaying in communication systems . . . integrating data from several sources into a single tape . . . monitoring . . . by-product tapes.

Features and Specifications:

1. Receives incoming sequential signals and translates them into punched code combinations in tape.
2. Types corresponding characters on the tape.
3. Provides facility for parallel-wire output of incoming signals, with simultaneous punching of tape, for control of external equipment.

Speed 100 wpm (or lower speeds where required for compatibility with existing systems). Produces chadless (partially punched) 5-level code tape, $\frac{11}{16}''$ wide. Prints on tape. Dimensions, a compact $9\frac{1}{2}''$ high, $13''$ wide, and $14\frac{1}{8}''$ deep.

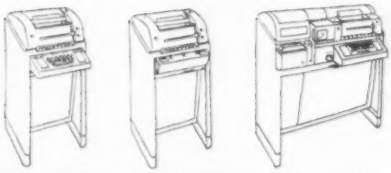
TAPE READER • The Teletype Model 28 Tape Reader is a transmitting unit. When punched tape is fed into the unit, it "reads" the code combinations and automatically sends them to their destination. Serves as a sending unit in communications systems . . . readout device for business machines . . . control mechanism for automated equipment.

Features and Specifications:

1. Translates code in perforated tape into electrical impulses for sequential transmission.
2. Translates code in perforated tape into electrical impulses for parallel-wire transmission.
3. Receives electrical impulses from external parallel-wire source and translates them for sequential transmission.

Operates at 100 wpm (lower if required). Handles chadless or fully punched tape. Dimensions $6\frac{1}{2}''$ high, $9''$ wide, $16''$ deep.

MORE INFORMATION • For descriptive literature on the new Punch and Reader—or other units in the Teletype Model 28 line—please write to Teletype Corporation, Dept. 30J, 4100 Fullerton Ave., Chicago 39, Ill.



Model 28 PRINTER, SEND & RECEIVE — Model 28 PRINTER, RECEIVE ONLY — MODEL 28 ASR COMPOSITE SET

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CORPORATION
SUBSIDIARY OF *Western Electric Company* INC.

For More Information Circle No. 316

Don't break your back digging up buried information!

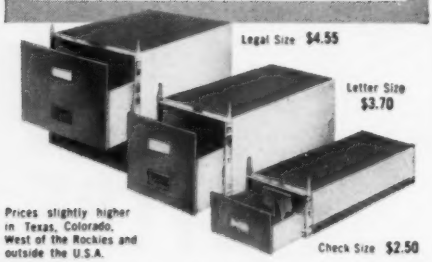
LOCATE YOUR RECORDS EASILY—No more fussing and fuming. With Pronto files your records are as active as your regular files.

BEAUTIFUL APPEARANCE—Finish in attractive olive green to match your regular office files.

STURDY CONSTRUCTION—Built of 275 lb. tested corrugated fibre board . . . reinforced with steel on the shell and the four corners of the drawers as well.

SAVE FLOOR SPACE—Prontos are constructed to interlock into solid units and stack as high as the ceiling.

PRONTO STORAGE FILES



Prices slightly higher in Texas, Colorado, West of the Rockies and outside the U.S.A.

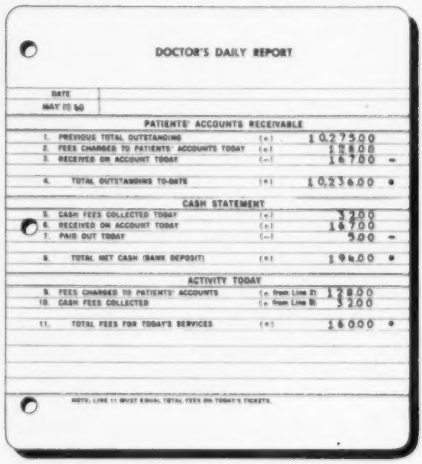
PRONTO FILE CORPORATION
415 MADISON AVENUE, NEW YORK 17, N.Y.

For More Information Circle No. 348

designed to suit the personal taste of the user. The history record is generally filed alphabetically so that it may be found quickly when the patient calls. The appointment book is a conventional schedule of a day's activities. The daily log identifies the patients treated during the day, sometimes itemizes services rendered, and details charges made. Money received from patients who pay cash and payments on account received in the mail are also listed in the log. This information is sometimes duplicated in a receipt book.

Entries in the daily log are later transferred to the patients' ledger. Charges and payments must be posted and the patients' new balances figured in whole or in part either daily or before statements are sent out. At the end of each month the balances for patients are copied on statements from the individual ledger records and mailed.

Posting the daily log, patients' ledger



DOCTOR'S DAILY REPORT

DATE MAY 10 '60

PATIENTS' ACCOUNTS RECEIVABLE			
1. PREVIOUS TOTAL OUTSTANDING	(+)	$10,275.00	
2. FEES CHARGED TO PATIENTS' ACCOUNTS TODAY	(+)	128.00	
3. RECEIVED ON ACCOUNT TODAY	(−)	167.00	−
4. TOTAL OUTSTANDING TO-DATE	(+)	$10,236.00	•
CASH STATEMENT			
5. CASH FEES COLLECTED TODAY	(+)	32.00	
6. RECEIVED ON ACCOUNT TODAY	(+)	167.00	
7. PAID OUT TODAY	(−)	5.00	−
8. TOTAL NET CASH (BANK DEPOSIT)	(+)	$194.00	•
ACTIVITY TODAY			
9. FEES CHARGED TO PATIENTS' ACCOUNTS	(+ from Line 2)	128.00	
10. CASH FEES COLLECTED	(+ from Line 5)	32.00	
11. TOTAL FEES FOR TODAY'S SERVICES	(+)	$160.00	•

NOTE: LINE 11 MUST EQUAL TOTAL FEES ON TODAY'S TICKETS.

Condensed daily report shows doctor's financial condition and activity.

discover Nekoosa paper quality

Whether it's for ledgers or for lithographing . . . or for scores of other uses . . . Nekoosa makes a paper for every business and for almost every business requirement. Are you using Nekoosa Papers now? If not, discover for yourself why they are among the largest selling papers in America.

It pays to plan with your printer!

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Port Edwards, Wisconsin
Mills at Port Edwards and Nekoosa, Wisconsin, and Potsdam, New York

For More Information Circle No. 259

PATIENT'S LEDGER **A**

NAME: James Martin
ADDRESS: 211 W. Commerce St.
Any City

SHEET NO. 1

DATE	NUMBER	DEBIT	CREDIT	BALANCE	OLD BALANCE
APR 29 '60	750	15.00 SE		15.00 •	15.00
MAY 3 '60	921	10.00 XR			
MAY 3 '60	921	6.00 LF		31.00 •	31.00
MAY 7 '60	1.030		15.00	16.00 •	16.00
MAY 10 '60	1.205	4.00 OC		20.00 •	

Here are all figures for a complete audit. Fee ticket number appears alongside the date. A trial balance of accounts receivable should be made each month and verified by the doctor.

and monthly statements by hand requires duplication of work by the doctor's aide. She actually has to write the records three times to get the job done once.

First, she must write the patient's name, service rendered, and amount of the charge on the log. Practically all this information must be copied on the patient's ledger card. Copying figures creates mistakes and wastes more time. Illegible figures result in balancing problems and often cause mistakes in both patient's ledger and monthly statements. Statement time creates an extra heavy workload. To itemize all patient's statements as completely as desired means doing the entire month's work over again.

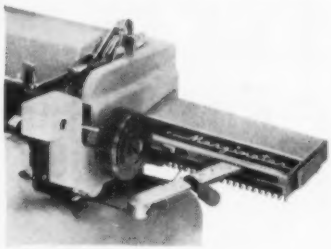
No matter how hard the doctor's aide works to get the job done, there is no assurance that it is accurate or

NOW! TYPING that looks like PRINTING —

at a fraction of the cost!

Inexpensive Typewriter Composition That

Looks Like Expensive Typeset Printed Matter



Your "copy" CAN Look Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

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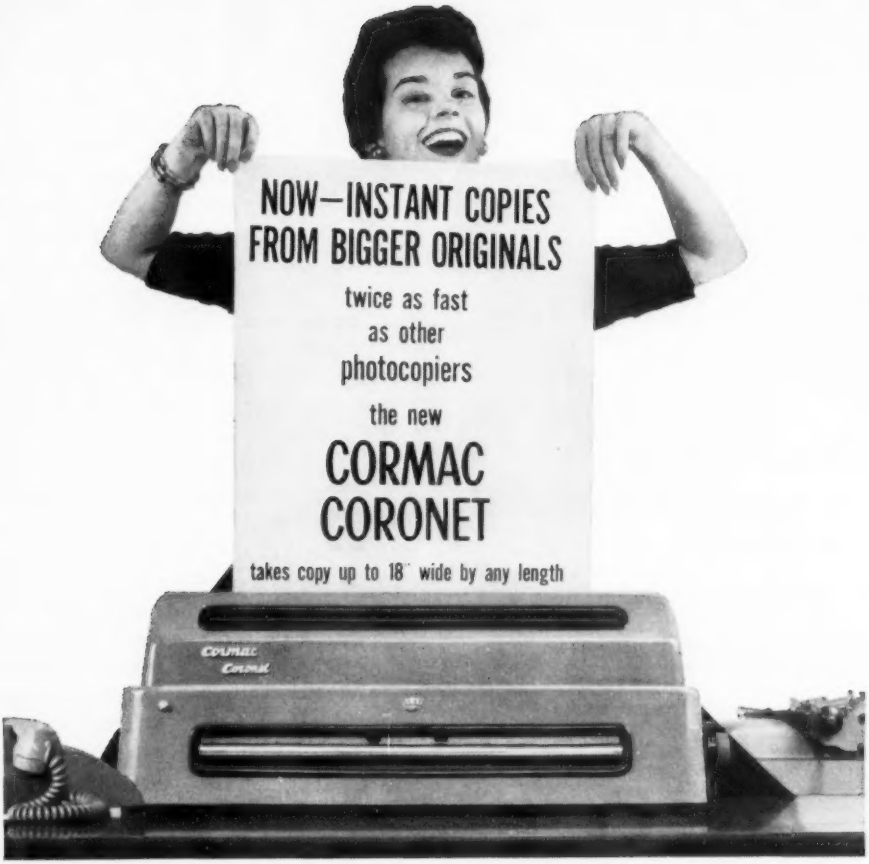

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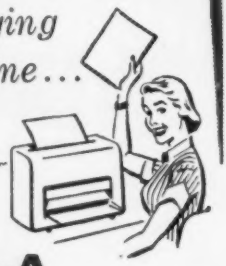

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Clip this coupon to your letterhead

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Send FREE *packet of Eagle-A Translucent Bond with printed samples and blank test sheets:*

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For More Information Circle No. 325

complete. Mistakes in copying, illegible figures, and the rush to get the job done, may result in incorrect statements and misunderstandings about charges.

A survey by an independent group showed that 87% of all doctors delegate the job of preparing and mailing bills to a secretary or other business employee. A remarkably high percentage of all other accounting and record-keeping is delegated. Experience shows that the individual carrying the responsibility for many thousands of dollars is more often than not a casual employee who has been selected for her looks, amiability or availability.

In the average doctor's office virtually all record keeping duties are centralized in one person who handles cash, posting of charges, posting of payments, bank deposits, disbursements and miscellaneous financial records. She also arranges payments with patients, makes adjustments and settles grievances. The lack of division of duties is a prime source of worry. Most records are kept separately as a rule, and very little effort is expended to see that they balance properly. In short, there is no control and duplication of work is heavy.

"Bookkeeping control" is a term that is sometimes used loosely. It refers to accounting techniques that will always reveal errors. To a doctor, it should refer to a bookkeeping procedure that would cause a smooth flow of figures and information into the records, and immediately reveal any discrepancy caused by negligence, carelessness, ignorance or deliberate intent.

The handling of cash deserves the strictest control. The handling of

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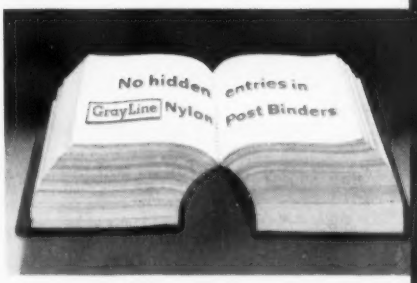

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For More Information Circle No. 252

DAILY LOG

DATE	NUMBER	DEBIT	CREDIT	BALANCE	OLD BALANCE
					25.00
MAY 10 '60	1201	10.00 HC		35.00 *	8.00
MAY 10 '60	1208	4.00 OC		12.00 *	45.00
MAY 10 '60	1203	20.00 HV		65.00 *	12.00
MAY 10 '60	1206	12.00 SE			
MAY 10 '60	1206	4.00 OC		28.00 *	30.00
MAY 10 '60	1210	10.00 XR		40.00 *	15.00
MAY 10 '60	1212	5.00 ME			
MAY 10 '60	1212	4.00 OC		24.00 *	10.00
MAY 10 '60	1215	4.00 OC		14.00 *	56.00
MAY 10 '60	1204	12.00 SE			
MAY 10 '60	1204	4.00 OC		72.00 *	20.00
MAY 10 '60	1209	10.00 HC		30.00 *	12.00
MAY 10 '60	1213	4.00 OC		16.00 *	50.00
MAY 10 '60	1219	15.00 XR		65.00 *	35.00
MAY 10 '60	1218	6.00 LF		41.00 *	16.00
MAY 10 '60	1205	4.00 OC		20.00 *	
		128.00 **			
					35.00
MAY 10 '60	1201		25.00	10.00 *	12.00
MAY 10 '60	1208		8.00	4.00 *	65.00
MAY 10 '60	1219		50.00	15.00 *	42.00
MAY 10 '60	1225		20.00	22.00 *	16.00
MAY 10 '60	1223		8.00	8.00 *	32.00
MAY 10 '60	1220		32.00	.00 *	10.00
MAY 10 '60	1221		5.00	5.00 *	9.00
MAY 10 '60	1224		9.00	.00 *	25.00
MAY 10 '60	1222		10.00	15.00 *	
			167.00 CR **		
MAY 10 '60	1202		5.00	5.00 CR	
MAY 10 '60	1207		4.00	4.00 CR	
MAY 10 '60	1211		4.00	4.00 CR	
MAY 10 '60	1209		10.00	10.00 CR	
MAY 10 '60	1217		5.00	5.00 CR	
MAY 10 '60	1216		4.00	4.00 CR	
			32.00 CR **		

0-5710

POSTED BY _____ ☐ SALES JOURNAL ☐ CASH RECEIPTS JOURNAL

The daily log is produced simultaneously with the patient's ledger and statement. Duplication of work and mistakes in copying are eliminated. Totals of charges and payments are automatically accumulated during the posting and machine-printed on the log to provide daily proof of accuracy.

charges to patients' accounts deserves virtually the same control since the charges are eventually converted into cash. Regardless of whether the income is cash received directly from patients, in the mail or from other sources, the accounting system should enforce strict accountability.

This mechanized system for medical men cuts detail work in half, eliminates mistakes in copying, provides itemized statements without duplication of work, provides a daily proof of accuracy, and increases collections. It retains the same terminology; a doctor's aide is not required to learn anything new about bookkeeping. The three basic bookkeeping records in any conventional system (daily log, patient's ledger, monthly statements) are retained. Fee

LAST MONTH

AUGUST

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

NEXT MONTH

OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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Turn the page to get a free sample

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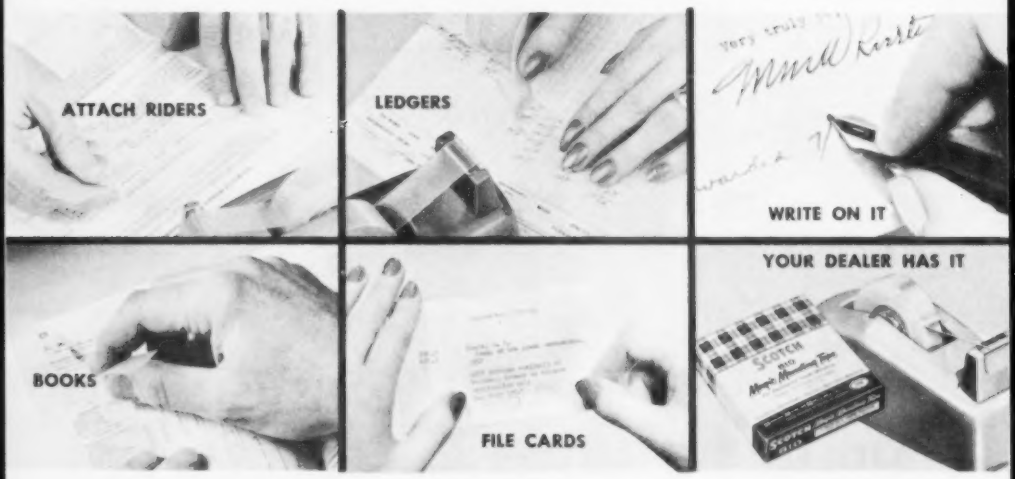

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MINNESOTA MINING AND MANUFACTURING COMPANY

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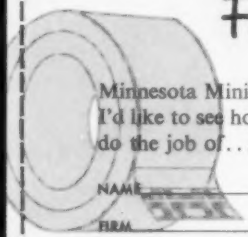

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FIRM _____

STREET _____

CITY _____ ZONE ____ STATE _____

tickets and a doctor's daily report form are used to simplify procedures and condense information as it is accumulated.

The fee ticket (page 23) may be imprinted to suit the preferences of each doctor. It is a three-part, combination charge ticket and receipt on which the doctor or his aide indicates the service rendered and the fee. NCR Paper provides three clear, smudge-free copies without the use of carbon. The original becomes the posting media, the duplicate is given to the patient, either as a memorandum of the charge or receipt if payment is made immediately, and the triplicate is retained for audit purposes. A daily adding machine listing of all the fee tickets should balance with the total of the charges and cash payments.

Fee tickets give the doctor control over the system without requiring him to do any bookkeeping himself. The tickets provide a systematic way of handling all transactions, assure him that every patient will be charged the right amount, and give him a means of checking the records as often as he sees fit. Fee tickets encourage patients to pay cash, eliminating accounts receivable bookkeeping. They inform each patient of the fee when he receives the services, eliminating unneces-

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In addition, Execu-Tape M-50 creates typing that challenges detection from actual printing: its rugged sheerness encourages the keys to transfer *all* the carbon to the typed page. You'll witness a sharpness of write that unmistakably says "executive" correspondence. And masters—for offset, hectograph and most copying processes—are sharper, surer, more masterful!

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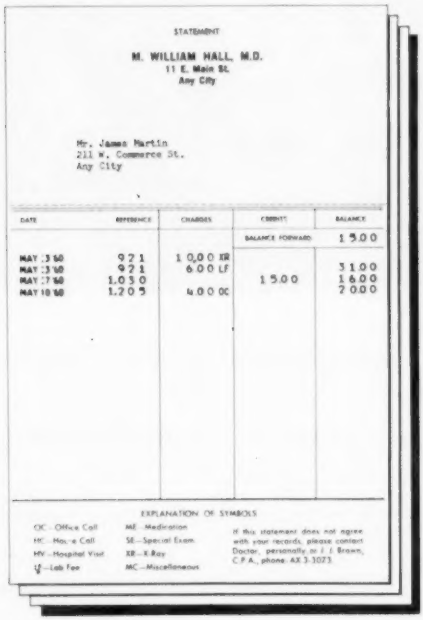
sary inquiries at some later date.

At first glance it appears that posting all three records at once is a savings of two-thirds. However, since statements still have to be headed with the addresses of the patients, and balances brought forward, a three-part statement is recommended to reduce the usual monthly job of heading up statements and transferring balances to a quarterly one. Three-part statements also provide an automatic signal for collection follow-up. When the last copy is mailed, a collection signal can be placed on top of the ledger card or a notation made to send a collection letter.

Any person who can use an adding machine can learn to use the posting machine in a few minutes. Itemized



STATEMENT

M. WILLIAM HALL, M.D.
11 E. Main St.
Any City

Mr. James Martin
211 W. Commerce St.
Any City

DATE	REFERENCE	CHARGES	CREDIT	BALANCE
			BALANCE FORWARD	1 5.0 0
MAY 3 60	9 2 1	1 0,0 0 XR		
MAY 3 60	9 2 1	6.0 0 LF		3 1.0 0
MAY 7 60	1.0 3 0		1 5.0 0	1 6.0 0
MAY 10 60	1.2 0 5	4.0 0 OC		2 0.0 0

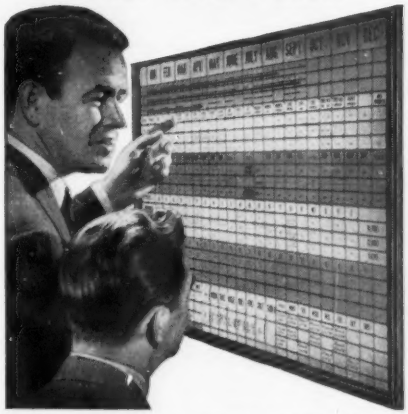
EXPLANATION OF SYMBOLS

OC—Office Call
HC—Home Call
HV—Hospital Visit
LF—Lab Fee
ME—Medication
SE—Special Exam
XR—X-Ray
MC—Miscellaneous

If this statement does not agree with your records, please contact Doctor, personally, or J. J. Brown, C.P.A., phone AX 3-3073.

Accurate statements are ready to mail immediately at month's end.

How To Get Things Done Better And Faster



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completely automatic multiplication

at conventional adding machine cost

- *it's* —— **new** —— **new** —— **new** —— *"addo-x" model 2341E automatic multiplier*
- *with* —— **fast** —— **fast** —— **fast** —— *completely automatic multiplication*
- *priced* —— **low** —— **low** —— **low** —— *no more than a conventional adding machine*
- *you* —— **save** —— **save** —— **save** —— *with this truly unique adding machine*

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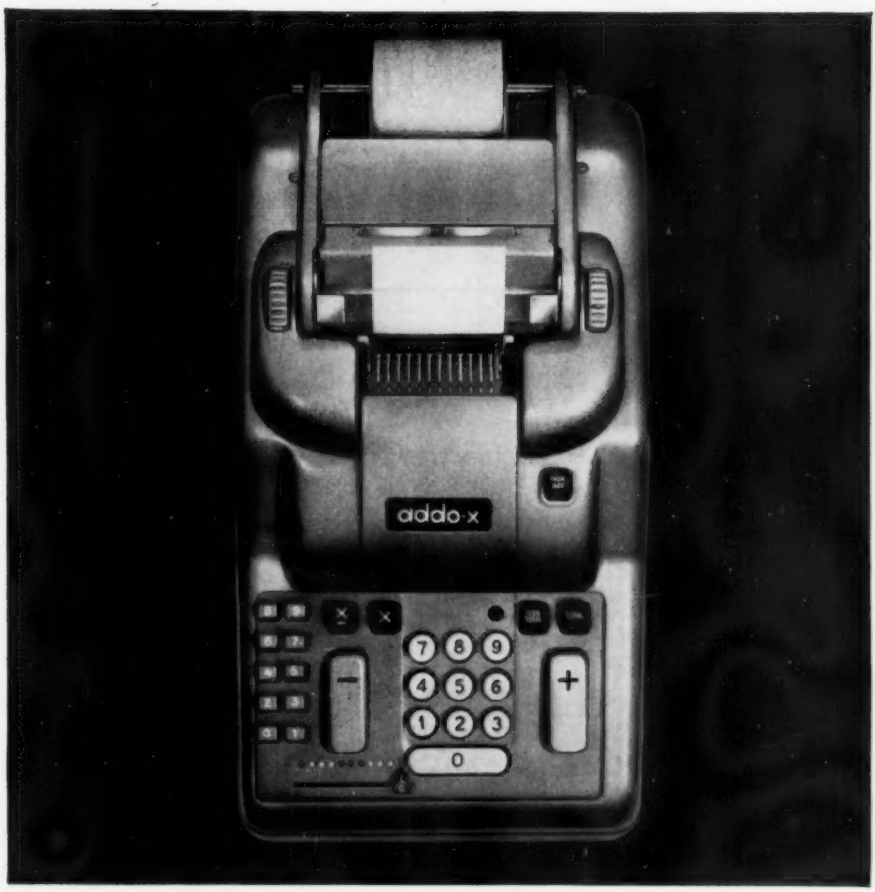

- *it's* —— **new** —— **new** —— **new** —— *"addo-x" model 2341E automatic multiplier*
- *with* —— **fast** —— **fast** —— **fast** —— *completely automatic multiplication*
- *priced* —— **low** —— **low** —— **low** —— *no more than a conventional adding machine*
- *you* —— **save** —— **save** —— **save** —— *with this truly unique adding machine*

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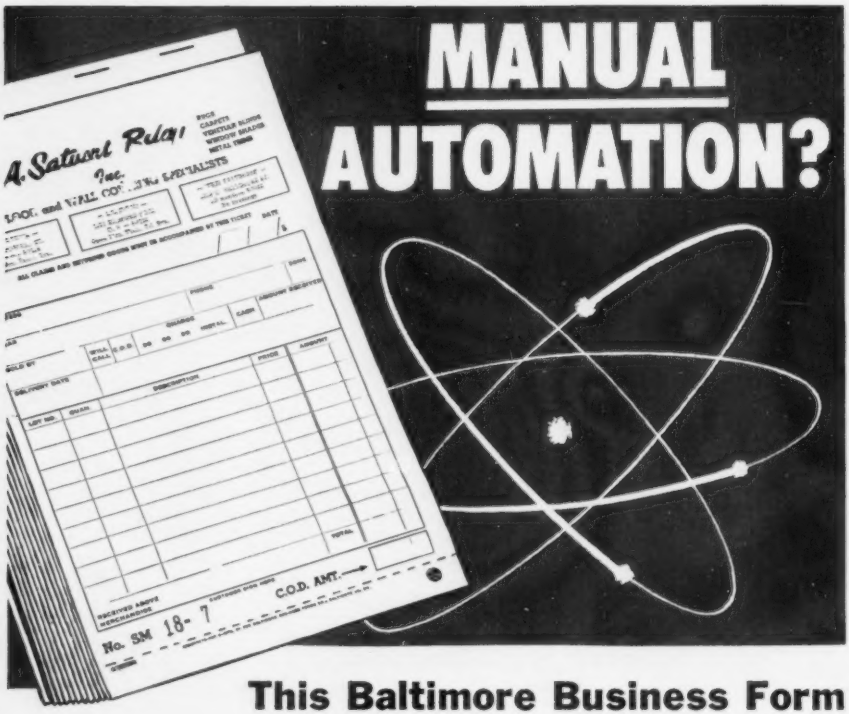

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statements are an automatic by-product of the daily posting. Each charge is listed and identified with a descriptive symbol so patients can see what each charge is for. All statements are complete and ready to mail immediately at the end of the month.

Itemization and description of charges on statements is one of the most appealing features of the system. Listing and describing each charge separately emphasizes individual treatments rather than the total amount of the bill, thus reducing inquiries and patients' complaints.

The doctor's daily report gives up-to-the-minute figures on the financial side of his practice in a convenient form for easy reference and filing. The report is produced on the machine following each day's posting by taking the previous total outstanding from the accounts receivable control card and the current day's figures from the daily log. The doctor has a nutshell picture of patients' accounts receivable; cash statement for that day, including cash fees collected, payments received on account and petty cash paid out; and activity figures for the day including fees charged as well as collected.

Variations in the handling of transactions are possible with this system. For example, if a doctor wants his patients to receive a validated receipt when they leave the office, this detail is easily worked out. Receipts can be designed to show a patient his balance due to date, and posting can take place while the patient waits. This particular method is somewhat slower but is available if a doctor desires it.

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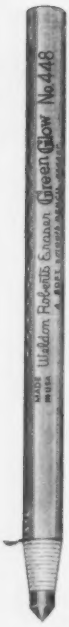
The Graypoint Erasers are also superb for erasing impressions typed through fabric ribbons.



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NEW Books

OFFICE AUTOMATION by R. Hunt Brown. Automation Consultants, Inc., 155 Fifth Ave., New York 10, 500 pp., $75.

A classified loose leaf book on electronic data processing with information on new equipment and techniques. Above price includes monthly updating service for a year. A companion loose leaf book, "Office Automation Applications," contains over 50 case studies of working installations in more than 600 pages, and also costs $75 with a year's updating service.

SELECTING, PLANNING & MANAGING OFFICE SPACE by Beryl Robichaud. McGraw-Hill, 330 West 42nd St., New York 36, 376 pp., $8.50.

Drawing on the actual experiences of many companies, this book covers all phases of the subject from finding the best location for the office, and deciding whether buying, building, or renting will be most economical, through to cleaning and maintenance methods. Includes solutions to such problems as how to determine amount of space needed, how to plan the layout for personnel and work flow, how to set furnishing and decorating standards, and how to move with the least disruption of service.

PROCEEDINGS: EXECUTIVE PRACTICES & METHODS. H. B. Maynard & Co., 718 Wallace Ave., Pittsburgh 21, 363 pp., $10.

Proceedings of the first annual seminar sponsored by the University of Miami and H. B. Maynard & Co., management consultants. Contains the illustrated texts of 20 papers on setting management objectives, the decision-making process, organizing to carry out management's objectives; motivating, communicating and measuring; developing future managers.

(Continued on page 124)

HAPPY FANNY *says:*

Bevco Ventilated Chairs

. . . the new experience in modern office seating

• more comfort • longer wear • less cost

See them at the National Stationery and Office Equipment Assoc. Show
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Posture Arm Chair
Spring action back
6 adjustments

ES-45A . . .
Executive Arm Chair

Beautiful, gleaming chrome Coat and Hat Racks

Double shelf, No. 236—36", $14.95.

1" tubular steel, mirror-like chrome. Attach on standard 16" stud centers.

Single Shelf		Length	Double Shelf	
124	$ 8.95	24"	224	$13.45
136	9.95	36"	236	14.95
148	11.95	48"	248	17.95
160	14.45	60"	260	23.95
172	17.95	72"	272	29.95

Floor stands for 36", 48", 60", and 72" costumers.
Sturdi Hangers extra—open or closed hook.
Ask your dealer or write for information.

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PRECISION MANUFACTURING COMPANY
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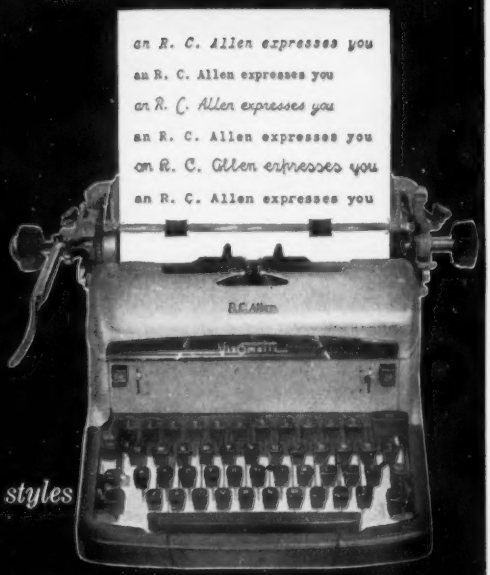

ADD DISTINCTION TO YOUR LETTERS

select your own type from R. C. Allen's 35 styles

Every letter you write can express individuality at a glance! Equip your secretary with an R. C. Allen VisOmatic Typewriter with your choice of 35 type styles. Your letters will identify you immediately . . . stand out among all others! Match office decor with any of 21 modern color combinations. Call your local dealer for today's preferred typewriter . . . R. C. Allen. Full color folder and type style selector free on request.

R.C.Allen Business Machines, Inc.

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Adding Machines • Analysis and Bookkeeping Machines • Cash Registers • Typewriters • Safes and Files • Carbon Paper and Ribbons • Aircraft Instruments

For More Information Circle No. 299

"It copies anything . . . in 12 seconds!
. . . and the developing agent
lasts a whole month!"

Here it is . . . Copycat's new deluxe wall model— world's fastest photocopier at any price!

Thanks to an exclusive new Copycat development, you can now have sharp picture-like copies of anything printed, written or drawn, *finished and ready-to-use* in 12 seconds!

The key to this speed and quality is Copycat's patented spray process – a process so startling that the machine can be used every day for a month or more without the need to change its developing agent. And since you never have to "warm it up" or clean its belts, Copycat runs practically unattended, is always ready for use.

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If you've been less than satisfied with copying machines . . . tired of slow machines . . . fuzzy copies . . . messy developers . . . you owe it to yourself to see the new Copycat. Copycat is four times faster than any other photocopier and its developer lasts *five times longer*. Write or phone for a free demonstration in your own office today.

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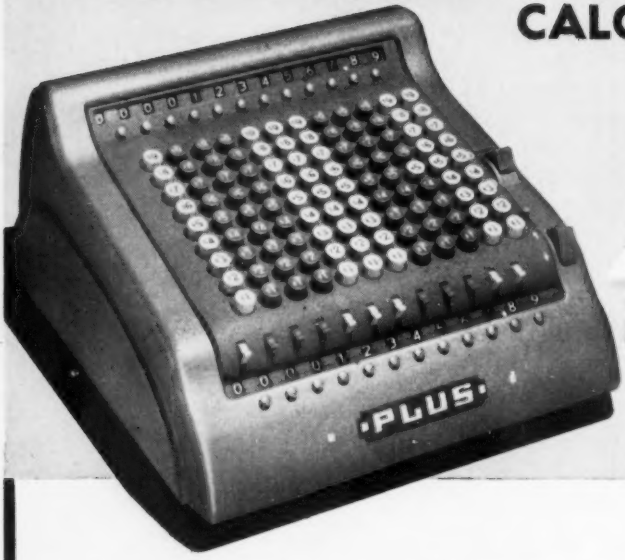
DUPLEX ELECTRIC CALCULATOR

featuring

THE EXTRA "Memory" REGISTER



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- + TAXIMETERS
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Saves time, increases production, reduces errors —yet costs less to own, less to operate than some ordinary single register calculators.

Extra "Memory" register for automatic grand- and net-totals. Direct automatic *addition to* or *subtraction from* the rear dial. New, simpler, electrified subtraction from the front dial. Automatic rounding off to the full cent.

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PLUS COMPUTING MACHINES DIVISION
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Representatives in Principal Cities

For More Information Circle No. 293

The OFFICE VALET®

Only Office Valet Units provide an efficient, completely flexible space-saving and sanitary system of storing employee "wraps." They will double lockerroom capacity, and can be fitted into any available space near point of work. They keep wraps out in the open, spaced apart, aired, dry and "in press."

Office Valets accommodate 3 persons per sq. ft. of floor space. They are functional and modern in design, are beautiful in new baked enamel finishes and are built for lifetime service of strongly welded, and reinforced heavy gauge furniture steel.

3U-4 Office Valet Rack. 4'3" long — capacity twelve coats and hats, overshoes and umbrellas. 3U Valets available in any length 3'3" and longer by the foot.

No. 342 Valet Wall Rack mounts directly on any available wall space. 3, 4, and 5 ft. units interlock to make continuous racks of any length.

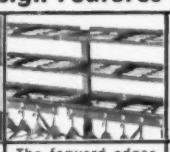
2U-4. This attractive 4-ft. double-faced unit accommodates 24 people.

S-6 Office Valet Costumer. Six spaced hangers — six individual hat spaces—and umbrella rack. Ideal for private offices and reception rooms.

Exclusive Office Valet Design Features

Hats rest on high embossed ribs in spaces individualized by even higher cross ribs. Shelves slotted to permit drying and prevent dust accumulation.

Shelf bracket has new wide box design and receives shelves from either right or left sides. Shelves snap-lock rigidly into position to make racks of any length.



The forward edges of shelves are smooth wide closed face channels. Forward ends of bracket arms provide slightly over-lapping radius facing. Valet equipment always has a custom made appearance.

Add-on feature assures not only maximum efficiency today but for future expansion or alteration as well. Exactly matching 3', 4' and 5' sections assure perfect fit in all situations.

Write for Bulletin OV-10

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Sold by office equipment dealers everywhere

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For More Information Circle No. 230

The Photostat® Masterlith Offset Duplicator, Model 1115.

Albany • Atlanta • Austin • Berlin, Wisc. • Binghamton • Boston • Bridgeport • Brownsville • Buffalo Chicago • Cincinnati • Cleveland • Clifton • Columbus • Dallas • Dayton • Denver • Des Moines Detroit • Gorham • Harrisburg • Hartford • Houston • Jackson • Kansas City • Little Rock • Los Angeles Louisville • Memphis • Miami • Milwaukee • Mobile • Muscatine • Newark • New York • Oakland Oklahoma City • Philadelphia • Phoenix • Pittsburgh • Portland • Providence • Rochester • Sacramento Salt Lake City • San Diego • San Francisco • Seattle • Shreveport • Springfield • St. Louis • St. Paul Tulsa • Washington • Wichita • Winston-Salem. The Whitin Masterlith Duplicator is sold and serviced in Canada by Gestetner (Canada) Ltd., Toronto.

BEFORE YOU BUY **ANY** OFFSET DUPLICATOR, SEE THE PHOTOSTAT MASTERLITH

For More Information Circle No. 364

LOOK, BOSS,

NO TOOLS!

Fewer set-up adjustments, by far, are required by the Masterlith Offset Duplicator, and those remaining can be made entirely without tools. This is one of many reasons why the Masterlith fits so well into an office duplicating department. Even the inexperienced office girl, with a few days' on-the-job instruction (provided free by Photostat Corporation) can turn out volumes of quality printed material or systems work.

You owe it to your organization to see the Masterlith, "Finest Offset Duplicator in the World," and also the easiest to operate. Ask your local Photostat Corporation Sales and Service office for a demonstration.

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PHOTOSTAT CORPORATION

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We have earned ours by strict adherence to these rules:

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GENERAL OFFICES AND FACTORY
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For More Information Circle No. 201

OOH!

Only $195

an all-automatic photocopyer ...the new DRI-STAT '200'

You'll "OOH" when you see what the DRI-STAT '200' offers you:

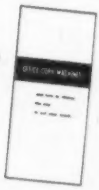
1. Makes sharp, black-and-white copies of anything written, printed or drawn.
2. Takes less space than a typewriter.
3. Anyone can run it.
4. Works in normal office light.
5. First truly automatic photocopyer priced under $350.

The DRI-STAT '200' copies any papers up to 9 inches wide, in any length. It pays for itself in the time it saves. It copies the original and eliminates proofreading. Ask us to demonstrate it before you accept any substitute system.

AUTO-FEED, an exclusive, automatic paper feed is optional. Dri-Stat '200' with Auto-Feed is $245. Also available is the Dri-Stat '400' which copies materials up to 14" wide.

FREE.....

Ask for this informative, unbiased fact-folder, "Office Copy Machines and How to Choose the One to Suit Your Needs."



DRI-STAT DIVISION
Peerless Photo Products, Inc. O-9
Shoreham, N. Y.

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☐ I'd like to see a FREE Demonstration.

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NO LOST TIME

hand sharpening pencils with

electro-pointer

The world's finest completely automatic electric pencil sharpener eliminates the time-consuming job of cranking outmoded hand-type sharpeners. Just insert any size wooden pencil and instantly the Electro-Pointer gives you a perfect point.

PERFECT POINT *INSTANTLY* EVERY TIME

At your stationers or write:

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STILE-CRAFT MANUFACTURERS, INC.
1825 MACKLIND ST. LOUIS 10, MO.

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Machine accounting is more economical, goes faster, smoother, more accurately . . . clerks work better and customers stay happier . . . when accounting machine carbons make clear, clean, attractive copies. Makers of America's best-selling accounting machine carbons insure constantly satisfactory performance by using high-quality carbonizing papers by Schweitzer. Proved best by test for absorbency, strength, purity and uniform texture, Schweitzer papers guarantee the perfect marriage of fine carbon inks to fine paper.

*(Bookkeepers, too!)

Whenever good impressions count, rely on carbonizing papers by

PETER J. SCHWEITZER, INC.

A SUBSIDIARY OF KIMBERLY-CLARK CORPORATION

World's Largest Manufacturer of Fine Carbonizing Papers

Address inquiries to Elizabeth, N. J.

Mills at: Elizabeth • Jersey City & Spotswood, N. J. • Lee, Mass. • Mt. Holly Springs, Pa.

For More Information Circle No. 199

Ask your dealer to demonstrate the Kenro "vertical 18" camera—he can show you how to save money!

this versatile camera will do all this . . .

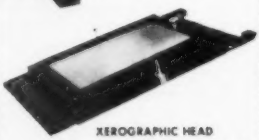
MAKE LINE AND HALFTONE NEGATIVES—up to 14" x 18". Enlarges to 3X, reduces to ½ size with standard Goerz lens. Uses counters and micro dials for precise focusing and sizing. Exposure controlled by automatic reset timer.

MAKE ONE SHOT, RIGHT READING PHOTOCOPIES—new Prismatic Head eliminates need for a negative intermediate. Gives black on white or white on black reproduction of type, drawings, layouts, photographs, enlarged up to 4X, reduced to ½ size. Makes screened type in one shot.

MAKE XEROGRAPHIC EXPOSURES—adjustable xerographic head permits fast, easy exposures with uniform gripper margins. Takes standard 10" x 15" xerographic plate holder.

The Kenro "Vertical 18" Camera is compact, precise, easy to operate. Standard model comes complete with Goerz lens, lights and film head, ready for use inside or outside the darkroom. Available through leading graphic arts and office equipment dealers.

Write for literature and name of nearest demonstrator dealer.



XEROGRAPHIC HEAD
for xerographic exposures

PRISMATIC HEAD
for one shot, right reading photocopies

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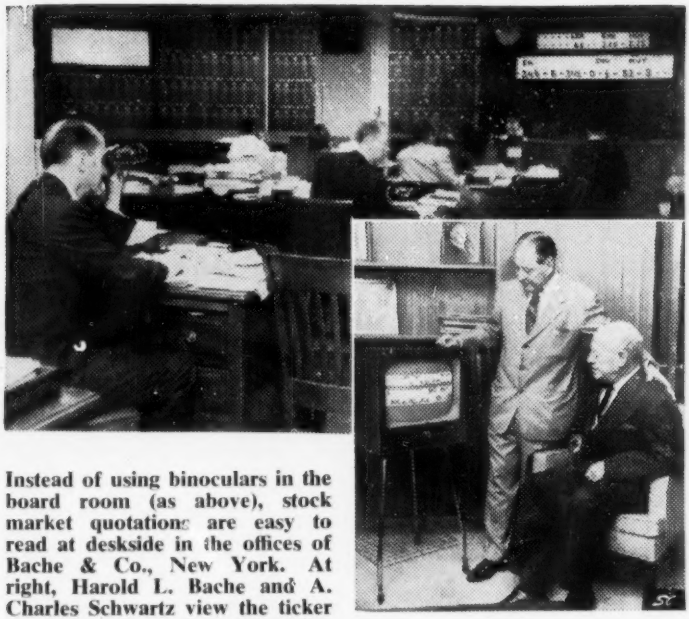
For More Information Circle No. 198

CAMERA!



Instead of using binoculars in the board room (as above), stock market quotations are easy to read at deskside in the offices of Bache & Co., New York. At right, Harold L. Bache and A. Charles Schwartz view the ticker tape on a closed circuit television installation made by Hallamore Electronics Div. of Siegler Corp., Anaheim, Calif. Mr. Bache said the new system will save 50% of the cost of the former system.

James Mortensen (left) of Mosler Safe Co. opens a box containing cards used on the ABC network television show ESP (extra sensory perception). Contestants try to name the cards sight unseen. For security, cards are kept in a Mosler vault between shows. Vincent Price, master of ceremonies, is at right.

Three-story and penthouse office building of the Nestle Co. has 135,000 sq. ft. on a six-acre terraced plot in White Plains, N. Y.

The Nestle Company's New Offices

A conference room, accommodating 45, is equipped with recording, movie and slide projection facilities, television and radio, corkboards and blackboards. A folding door converts it into two soundproof rooms.

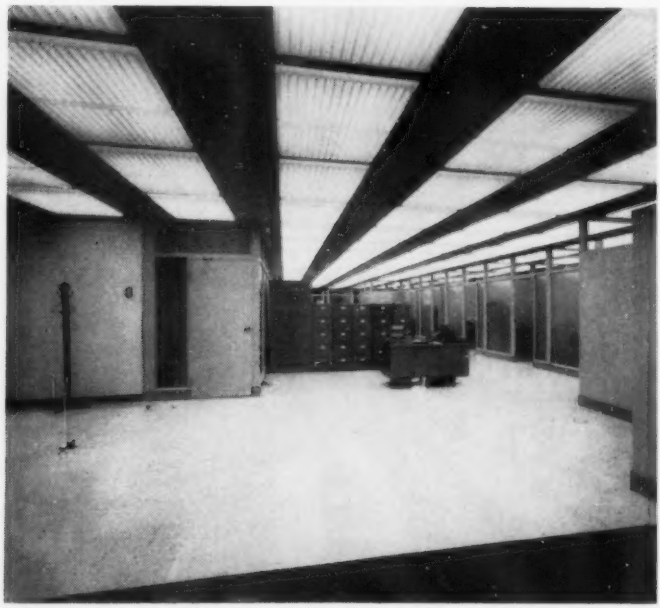
Employees' dining room has a complete kitchen, and both service and self-service facilities. A sound system provides either recorded or radio music. There is also a private dining room. (See page opposite.)

The general accounting section in the new Nestle office building.

Two views of the reproduction department in the new Nestle offices, showing duplicating and addressing equipment.

Interior illumination of the Warren Petroleum Corp. building, Tulsa, Okla., is apparent from the street at night, since the translucent ceilings produce a series of rectangular blocks of light with a background pattern of crosshatching. Lighting was designed by Skidmore, Owings & Merrill, architect-engineers, Chicago. Lighting equipment was produced by the Wakefield Corp., Vermilion, Ohio.

Well Lighted Tulsa Office Building



Light is produced by 3000 units in continuous rows. Each unit contains two 40WRS lamps with provisions for a third lamp where a higher level of illumination is desired. The diffusers, which constitute about 60% of the ceiling area, swing down for easy maintenance.

Herbert W. Nannen, treasurer, Chemical Corn Exchange Bank, New York, presents certificates to graduates of the bank's twelfth work simplification round table. The bank also gave these executive and supervisory personnel a year's subscription to THE OFFICE to help them apply work simplification principles in their departments.

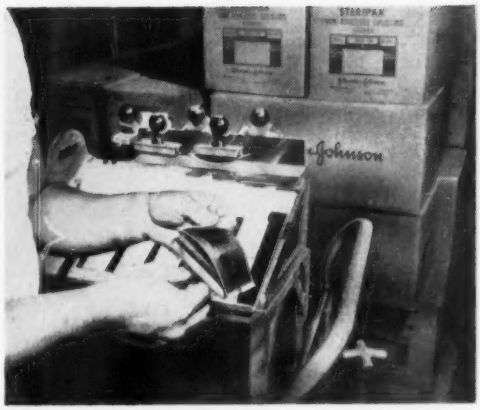
Mode-Maker Desks, Goodform Chairs, Super Filer and Rigid-Front filing cabinets installed by General Fireproofing Co. in the offices of Driscoll Co., Chicago. The file cabinets are built into the wall.

The 1000-ft. "picking front" at the new eastern, surgical dressing plant of Johnson & Johnson, New Brunswick, N. J. A two-man team assembles five to ten orders on each trip, picking from some 583 stock items.

Johnson & Johnson Speeds Carton Addressing

When customer's order is received, it is written up and a Multistamp address stencil is cut in the same operation. The stencil travels with the order to the shipping center (see opposite page).

The address stencil received with the order is snapped into a No. 1-A Multistamp duplicator which the picking team uses like a rubber stamp to address cartons. Duplicator will make up to 1000 clear, sharp impressions without reinking.



Carton addressing, including routing information, is completed quickly as the cartons move toward waiting trucks. According to William G. Conover Jr., Johnson & Johnson industrial engineer, it takes only .055 minutes to fully label and imprint a carton. Their system is geared to handle 18,000 packages daily. The larger, No. 3, Multistamp duplicator is used on foreign shipments which require more information.

A "ship to" frame is included in Johnson & Johnson's regular carton printing. Mr. Conover said they formerly used gummed labels which were expensive to process, sometimes were typed incorrectly, and often came off or were torn in transit. Now both label and imprint are permanently part of the carton. Multistamp installation was made by Multistamp Levine Sales Co., Union City, N. J.

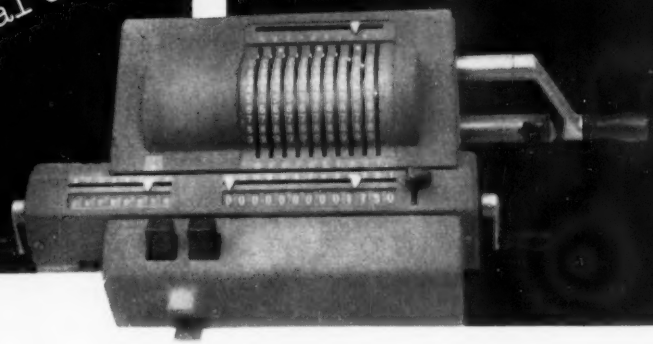
At left: assistant building manager William G. Phillips draws a Scott C-fold paper towel from a washroom dispenser in Prudential Insurance Company's southwestern headquarters. Disposal unit for used towels is integral with dispenser. At right: Scott UHA paper towels are used in medical division at the Houston building. Eula Ryan, R.N., shows dispenser. Towels for 2000 workers cost $98 a week.

Some of the 60 upholstered Milwaukee Chairs installed by Northwestern Furniture Co. in the new branch office of the Marshall & Ilsley Bank, Milwaukee.

"WHAT! Just $99 for a calculating machine?"

"Made by Original Odhner?"

"Hey! That's a real buy!"



All the famous Odhner features are here for only $99! Compact design, light and sturdy precision-crafted Swedish steel, and best of all . . . ease of operation. Designed for simplicity, the compact hand-operated machine, Model 227, performs all calculating functions, from the simplest to the most complicated, such as simultaneous multiplication and square roots. Outstanding feature of the machine is a "back transfer", time saving device, which makes it possible to perform repeated (chain) multiplications, such as simple and complex discounting calculations.

Sure as one plus one equals two . . . this $99 Odhner Portable is the perfect calculating machine for everyone who makes it their business. See the Yellow Pages for your nearest Odhner dealer, or write:

FACIT INC.

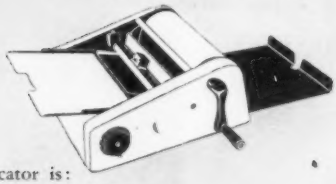
404 Fourth Avenue, New York 16, or
235 Montgomery Street, San Francisco, Calif.

For More Information Circle No. 238

SADA SPRINT

is portable

it can be removed from one office to another
everywhere there is
a typewriter and the need of more copies.



The Sada Sprint spirit duplicator is:

- light
- completely close
- the spirit is hermetically contained in the suitable tank

Your secretary will use it with pleasure, without any difficulty
and without being smudged:
easy to operate adjustable for printing on any range of paper
ensures the even clearness on any part of the copy

FEATURES:

- automatic engagement of the master,
- immediate and micrometric printing displacement
- printing pressure with progressive regulation,
- semi-automatic moistening,
- reversible paper feed table for the complete closing of the machine.

Write for details and terms to

SADA S.p.A. Duplicatori ed Affini

First Manufacturer of Duplicators in Italy
Milano, Italy, - Piazza S. M. Beltrade, 1.

For More Information Circle No. 298

THE FACTS ABOUT copy-fax*

Proved the best reproducible ball pen ink for copying machines

It's true. Copy-Fax Ink was awarded the highest rating in the latest copy-ability study. Its hi-fidelity reproduction quality gives you picture-perfect copies. Every line you write is copied in the sharpest detail . . . ends "fade outs" and missing lines.

Ask your stationery supply salesman for a "picture-perfect" test of Copy-Fax.

Blue, red, black, and green Copy-Fax Ink available in the four best sellers:

- **Copy-Fax Pen, Medium & Broad Points 59¢**
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Order from stationer or direct, giving stationer's name and address

*TRADE-MARK, MICROPOINT, INC.

MICROPOINT, INC. SUNNYVALE, CALIF.

Creator of advanced writing instruments

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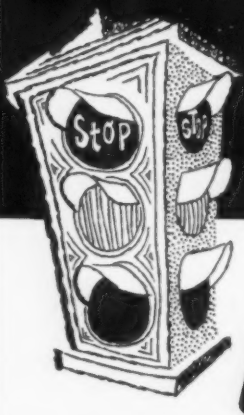

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with

LOC-UR-FONE®

DIAL 'PHONE LOCK

A MUST WITH COAST TO COAST DIALING . . .
A NECESSITY WITH PRESENT DAY DIALING!

New & Unique, LOC-UR-FONE is the *only* absolutely foolproof phone lock. Do not accept substitutes! Installed, it completely obscures the dial making it impossible to manipulate. Made of Phenolic plastic, LOC-UR-FONE appears to be part of the telephone — does not interfere with incoming calls. Can be affixed and removed in a second. Available in 8 different key combinations.
Write for informative circular.

CAN PAY FOR ITSELF WITH A SINGLE PREVENTED CALL

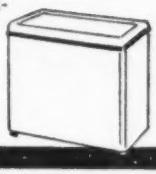
At Stationers, Hardware, Drug and Variety dealers everywhere or send $1.00 direct.

CEL-U-DEX CORPORATION
NEW WINDSOR (NEWBURGH), NEW YORK

For More Information Circle No. 197

*Attractive** TO CALLERS

Customers are impressed by the extra touch of symmetry that complements your office when you standardize on Consolett stands.



*Attractive** TO THE OFFICE MANAGER

He knows there is no safer stand for valuable office machines . . . neither in strength nor stability. .

THIS OFFICE MACHINE STAND IS *Attractive**... ANY WAY YOU LOOK AT IT

THE *Consolett* BY STOLPER

*Attractive** TO THE OPERATOR

She appreciates both the room and the privacy of its enclosed design. She likes the way the Consolett rolls easily and quietly from place to place . . . how, with a flick of a toe, it becomes firmly anchored on four adjustable rubber feet.

Write for prices and literature, then consider it from any angle. We believe you, too, will find the Consolett attractive.

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Some Dealerships Available

For More Information Circle No. 268

Whatever line of conventional duplicating products you now handle

among the world's finest duplicating products:

Flagship patented metallic back carbon paper

Flagship carbon paper ribbons

Offset ribbons

Tabulating ribbons

Addressograph ribbons

Diazo ribbons

Hotel Register carbons

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School packs

Carbon binders

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are you ready to fill the NEW NEEDS of today's customers?

Revolutionary changes and improvements in typewriters and duplicating machines now call for the carbon, ribbon and duplicating supplies that provide *reliably* good results with these new machines.

To meet more fully all of today's requirements Allied research has developed a whole new concept in specialized products.

Take, for instance, one example:

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"DURALON" is a new, exciting, synthetic typewriter ribbon fabric developed through Allied research, which combines in a single fabric the advantages of many fine fabrics.

Its fabric wear and resistance to cutting suggests its similarity to nylon. Yet, its far greater ink capacity makes possible a uniformity of impression in a variety of writing strengths not possible with other fabrics.

The result—a typewriter ribbon that yields impressions of unbelievable fineness and cleanliness. Its wearing quality makes it an outstanding value at a price just pennies over the higher priced cotton ribbons.

Let the Allied man show you DURALON and other items in our complete line of duplicating supplies, designed for today's needs to outperform today's competition—and you'll begin to appreciate the value of an Allied franchise—with its policy of sales through limited, authorized dealers only.

*Registered U. S. Patent Office.

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For More Information Circle No. 217

With Rollers and Blankets

MERCURY

is the name for

MODERN

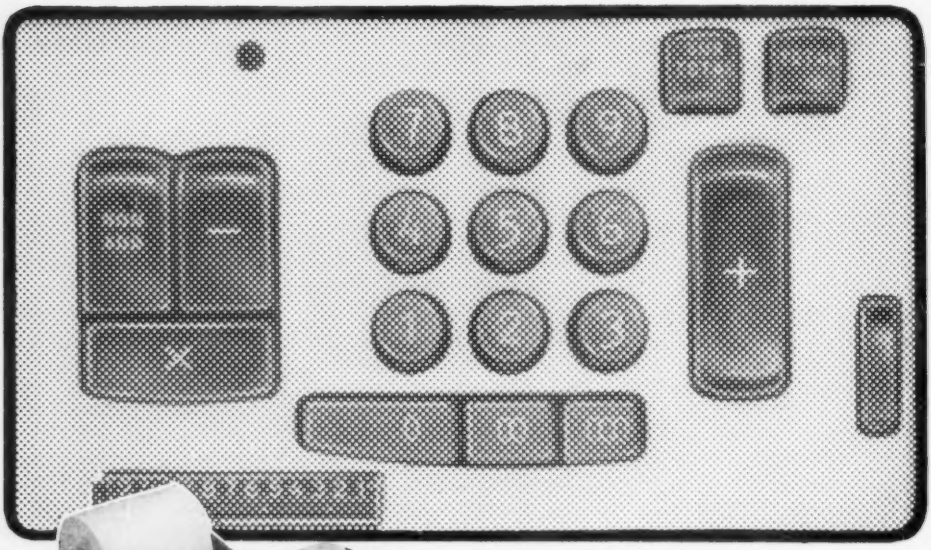
When you have fussy jobs to get out in a hurry—that's when the superior performance of Mercury-lith rollers and blankets and Mercury-graph rollers really counts. Built like the rollers and blankets used on large multicolor commercial presses, these accessories control ink with amazing sensitivity and accuracy. They're the *modern* equipment for your machines.

RAPID ROLLER COMPANY

MAIN OFFICE AND FACTORY: FEDERAL AT 26TH STREET • CHICAGO 16, ILLINOIS
EASTERN SALES OFFICE AND WAREHOUSE: 218-224 ELIZABETH AVENUE • NEWARK 8, N. J.

For More Information Circle No. 253

TOTALIA



Lagomarsino F. A. I. manufacturers of Totalia hand and electric adding listing machines, Totalia printing, calculators, Numeria hand and electric calculators, proudly present their latest model: **the new electric adding listing machine with fully automatic memory both of the addenda and the total**

For More Information
Circle No. 193

LAGOMARSINO F.A.I.
MILANO (Italy)

New efficiency for every office . . .

at A New Low Price!

PRESENTING THE

SPEED-O-PRINT

ALL-NEW

Executive

AUTOMATIC

MAIL OPENER

$174.50

Plus Federal Excise Tax

Handsome Matching

SPEED-O-STAND

Ample working space and handy storage space. Blends with modern office equipment and furniture.

$49.50

ELECTRICALLY OPENS UP TO

600 LETTERS PER MINUTE

Opens envelopes of any size or thickness • Adjustable trim cut • Will not damage contents • Completely safe — automatic shut-off • Letters and trim strips neatly stacked in separate removable trays • Compact; simple to use.

Speed-O-Print Corporation

1801 WEST LARCHMONT AVE., CHICAGO 13, ILL.

For More Information Circle No. 262

Twelve all-new **GOODFORM** aluminum chairs by **GF**

All chairs embody the Goodform Principle of Correct Seating

Natural, Antique Bronze, Bronze Gold, Ebony anodized finishes

Select upholsteries from hundreds of patterns and hues

New spring aluminum backs on armless leg and swivel chairs

Deep foam rubber cushioning accents comfort

New, super-strength design eliminates stretchers between legs

Adjustment mechanism is out of sight under seats

Swept-back arm return prevents marring of desk pedestals

Glide covers and caster parts match chair frame finishes

Decorative back panels contribute to the crisp design

Rear legs strike baseboard before back touches wall

See these magnificent new Goodform chairs at your local GF branch or dealer, and ask for a free trial in your office. The General Fireproofing Company, Dept. L-17, Youngstown 1, Ohio.

GENERAL FIREPROOFING

Fully adjustable for personal comfort and efficiency

For More Information Circle No. 248

Time Measurement Provides Supervisory Control Standards

ARTHUR E. FAIN, Supervisor, Supervisory Control Standards, Pratt & Whitney Aircraft Div., United Aircraft Corp., East Hartford, Conn.

RISING COSTS, increased complexities of paperwork and the shortage of competent clerical personnel are major business problems which call for major solutions. There are two prime approaches through which management can obtain improved operations. The first, and most glamorous, is the electronic computer which does much to provide more information at less cost. There is a second approach which also can produce substantial savings, without capital expenditures for equipment. This is the use of control standards developed through uniform time measurement.

The experience of my own company has shown that an office standards program can be highly beneficial to the company, the supervisor and the employee. Our program is called Supervisory Control Standards. The title emphasizes the important part that the supervisor has in the effective use of standards. They are primarily his control to be used by him in planning and improving his operations. Our studies thus far have surveyed the activity of approximately 3700 employees of which 2800 have been included in measured groups for which performance reports are issued monthly. It is estimated that over 4000 employees will be included in these controls within the next few years.

Control standards provide the answer as to what constitutes a fair day's work. This produces substantial savings in overtime, equipment rental and staff re-alignments. It provides an accurate basis for scheduling peakloads, determining how many new employees should be hired, evaluating suggestion awards; comparing effectiveness of various offices and supervisors, and for supervisory training and review.

The supervisor benefits through on-the-job training in the latest clerical techniques. He has the advantage of sound factual support for his requests for additional employees or overtime; performance reports are available to back-up his claims. In declining periods when workloads recede, retrenchment can be anticipated and accomplished in an orderly manner rather than through the "meat-axe" approach. The supervisor also has the satisfaction of knowing that an effective job on his part will be correctly communicated to management.

The control standards program replaces opinion and rules of thumb with engineered standards as a means of measurement. This provides an improved basis for acknowledging the employee's need for personal dignity and recognition. The standards serve as a continual reminder to the employee that management is aware of the job he is doing and how well he is accomplishing it. They also help eliminate situations

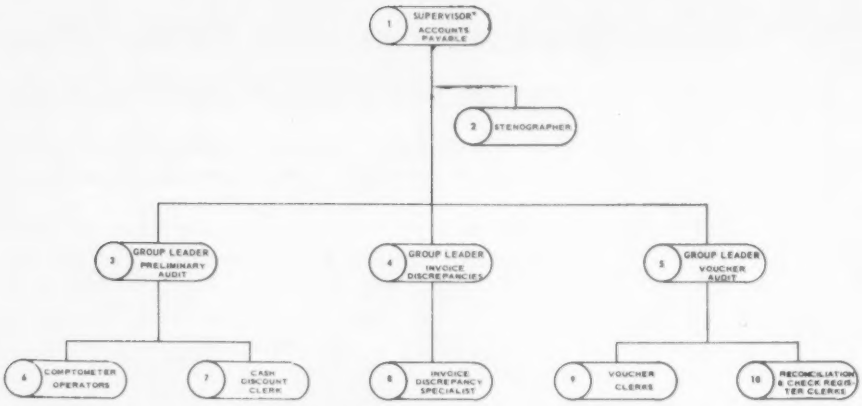


Fig. 1. Sample organization chart for an accounts payable department.

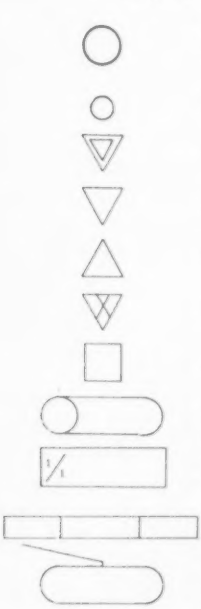
where an employee finds himself with a huge burden one day and only a nominal amount the next. Everyone is uncomfortable when conditions, which he cannot control, leave him with not enough work to do. It is equally demoralizing to have regularly too much work to do. Factual control data helps the supervisor level out and adjust workloads to prevent these conditions.

Five basic steps are required to place this work measurement program in operation:

1. Introduction and indoctrination.
2. Procedure analysis (determine what is being done.)
3. Frequency patterns (find out how often it is done.)
4. Establish standard time values.
5. Consolidate, organize and implement the findings.

The introduction and indoctrination step provides the opportunity to fully explain the objectives of the program. These preliminary meetings provide an opportunity to clear the air, answer questions, and emphasize to supervision that work measurement does not imply any criticism of current performance but provides a new opportunity for them to make systems and work simpli-

Key to Symbols



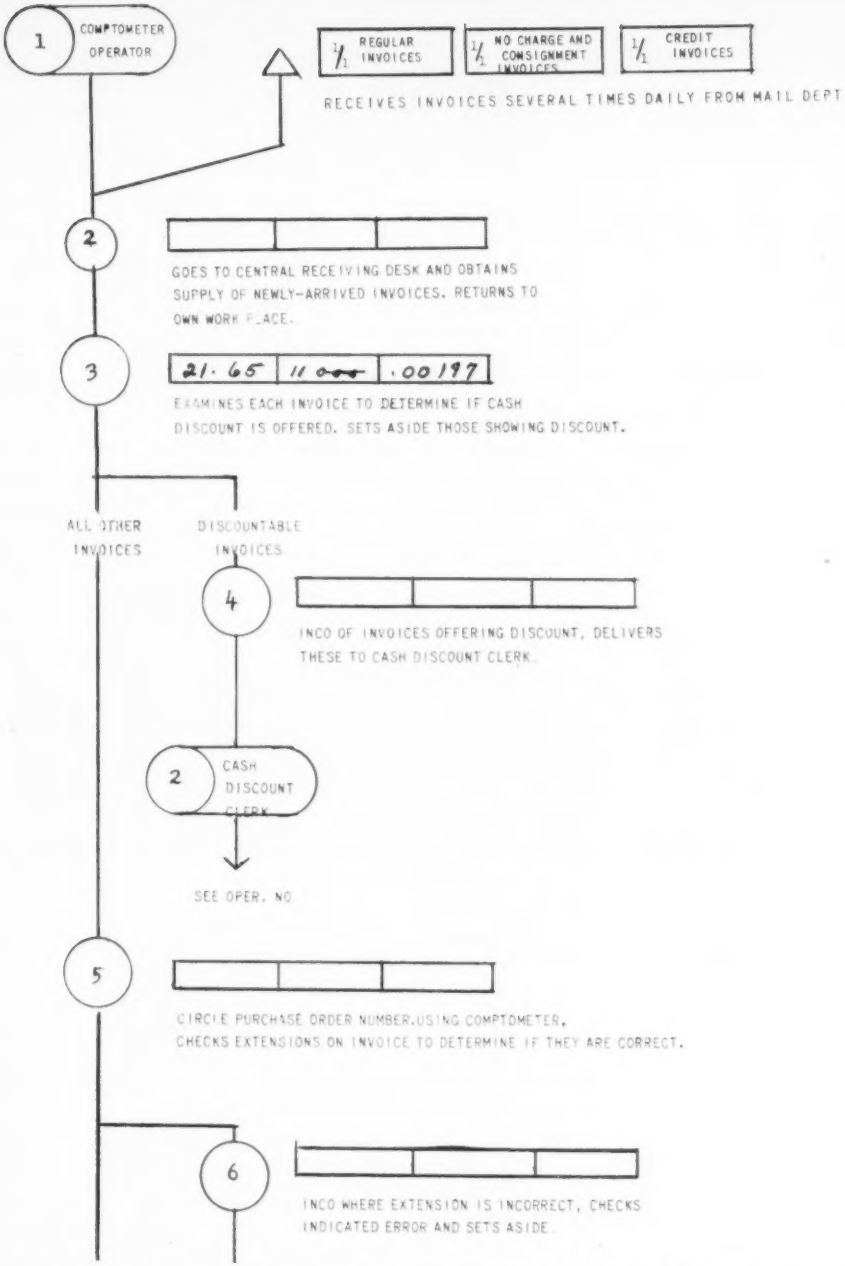


Fig. 2. Sample flow chart showing the first steps for receiving and processing invoices by an accounts payable department.

OPERATION ANALYSIS
CLERICAL COST CONTROL

Page No. ____
Chart - ____

DEPARTMENT Tabulating Key Punch SECTION

CHART ____ - ____

Operation No.	Position No.	Element Description 024	Monthly Volume Factors %	No. of Times	Occurrence	Standard Time	Total Man - Hours Per Month	
			"	"				
			"	"				
		Walk to file for card supply	"	"		00994		
		Unclip sheets and position	"	"		00080		
		Fan cards	"	"		00042		
		Load cards to hopper	"	"		00291		
		Position program card tray	"	"		00048		
		Locate program card	"	"		00142		
		Replace program card tray	"	"		00048		
		Insert and remove program card	"	"		00622		
		K/P 1st card of batch	"	"		(000155)		
		K/P all cards cols.	"	"				
		Dup. cols.	"	"				
		Turn aside sheets	"	"		00024		
		Remove cards from stacker	"	"		00072		
		Jog cards	"	"		00019		
		Band cards	"	"		00117		
		Clip sheets	"	"		00117		
		Rule up and aside	"	"		00072		
		Measure and compute cards	"	"		00486		
		Pencil up and aside	"	"		00072		
		Compute elapsed time	"	"		00277		
		Record time and card count	"	"		00321		
		Return cards to R.C.C.	"	"		00594		
			"	"				
			"	"				
			"	"				
			"	"				
Inco Error			"	"				
		Mental decision	"	"		00032		
		Remove card	"	"		00072		
		Repunch card K/P cols.	"	"				
		Dup. cols.	"	"				

Fig. 3. A basic operation analysis is used instead of a flow chart for centralized service functions since making a flow chart would take too much time.

TELEPHONE CALLS

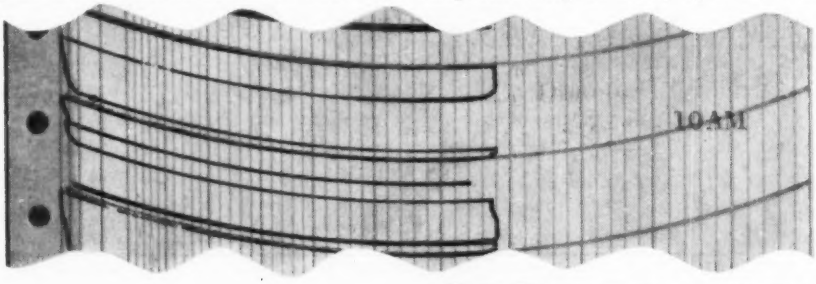
Position Number | Section | Page

Date	INCOMING CALLS		OUTGOING CALLS				Busy Signals	Calls Transferred
	External & Intra Company		Intra Company		External			
	Requiring Look Up	Not Requiring Look Up	Requiring Look Up	Not Requiring Look Up	Requiring Look Up	Not Requiring Look Up		

Fig. 4. Form used by employees to measure telephone usage. Manual tallies can be cross-checked by using metering machines (see Fig. 5).

fication examinations of their operations.

2. Once the thorough indoctrination has been completed, an analyst and the supervisor proceed to Step 2: the determination of what is being done. An organization chart is drawn to show by functions the various sub-groups of the section under study. A sample chart is shown in Fig. 1. Numerical reference designations are given to each work station. Flow charts are then drawn to map each step of every operation. The



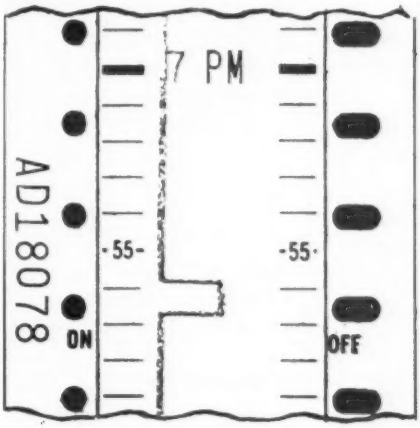
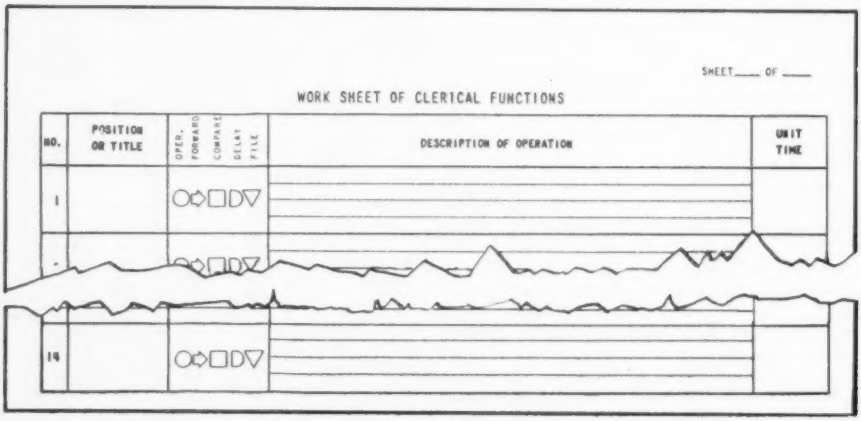


Fig. 5. Section of a General Electric esterline telephone usage graph. Each time phone is connected, indicator travels horizontally from left to right, continues vertically while phone is being used, and returns to left when call is completed. Curved horizontal lines divide graph into units of ten minutes each. This device is connected by the telephone company and used for dial systems.
At right: This portion of tape is from a device that automatically indicates usage time of any office machine. Each division equals one minute and position of colored line indicates whether machine is being used or not. Made by Standard Instrument Corp., New York.

charts use the standard flow process symbols, show the main flow of work and indicate, by means of subsidiary vertical lines (rakes), the relationship of exceptions or contingency situations. The flow chart in Fig. 2 illustrates the first steps for receiving and processing invoices by an accounts payable department. The incoming documents are described in the rectangle which also shows that there is an original and one copy received (1/1). Each job station handling the work is described by an identification symbol.

The sample flow chart is a simplified version of a "transaction type" flow chart. The processing of an invoice is the transaction which is documented from start to finish. Give careful attention to all situations which can require the operating department's time. Good charting technique dictates that the alternative line or rake be followed through to final disposition before the charting of the main flow of documents is resumed. It is not enough to know what is being done when things go correctly. It is also important to allow full time credit for the many operations which regularly result when conditions are not normal. Careful attention to this fundamental will emphasize the fairness and completeness of the standards and do much to win the confidence of supervisor and employees.

There is an alternative approach to this procedural analysis phase which is particularly valuable in centralized service functions such as: central keypunching, central typing and central files. These sections usually handle a varied number of basic documents and the flow charting of each would be a time-consuming, costly process. Therefore the graphic presentation given by a flow chart is by-passed in favor of a basic operation analysis record. Fig. 3 shows such a record for a centralized key punch installation. Note that all basic steps necessary to perform many punching tasks are listed together with their individual time values. For an individual job, the analyst and the supervisor determine which elements apply



An alternate workflow chart form.

TIME DETAIL SHEET

Page No. 1
Chart - 1

SURVEY OF _____ _____ SECTION

CHART 1 - Processing of Invoices

Operation No.	Position No.	Element Description	Monthly Volume Factors: Freq. or %	No. of Times	No. of Units	(DEC. HOURS) Standard Elemental Time	Calculated Std. & Allow. Man - Hours Per Month	
	1	Receipt						
1	1	Walks to central desk & return (24 R.T.)		2x4	21.6	.00387		66874
2	1	Position invoices to work place		2x4	21.6	.00054		09331
		Pick up & set aside staple remover	25%		11000	.00072	1	98000
		Removes staples with staple remover	25%		11000	.00060	1	65000
		Scan invoice for discount			11000	.00078	8	58000
		Turn invoices while scanning			11000	.00014	1	54000
		Pick up & set aside stamp		2x4	21.6	.00072		12442
		Stamp each invoice			11000	.00050	5	28000
		Set aside discountable invoices	30%		11000	.00048	1	58400
		Pick up and jog regular invoices		2x4	21.6	.00043		07430
		Pick up & jog discountable invoices		2x4	21.6	.00043		07430
							21	64907
4	1	Deliver discountable invoices to Cash Discount Clerk (64'R.T.)		2x4	21.6	.00706	1	21999.
5	1	Picks up & sets aside pencil		2x4	21.6	.00072		12442
6		Circles P.O. number on invoice			11000	.00060	6	60000
		Positions invoices to Comptometer		2x4	21.6	.00024		04147
		Extends quantity & unit price (3x3)			11000	.00126	13	86000
		Adds total of all items			11000	.00081	8	91000
		Wrong extension - Re-figure			550	.00126		69300
		Re-add			550	.00126		69300
		Compare comp. figure with invoice			11550	.00079	9	12450
							40	04639
							63	58419

Fig. 6. Recap of time values for a typical month. A control standard in decimal hours is summarized for every recurring operation.

OFFICE PERFORMANCE REPORT

SECTION OR DEPARTMENT			MONTH	YEAR
PLANT OR OFFICE	CURRENT MONTH		12 MONTHS TO DATE	
	HOURS	DOLLARS	HOURS	DOLLARS
1. HOURS PAID FOR: (AV. ST. TIME HOURLY RATE $)	—	—	—	—
A. REGULAR HOURS AT STRAIGHT TIME RATE				
B. OVERTIME HOURS AT STRAIGHT TIME RATE				
C. OVERTIME PREMIUM DOLLARS	—		—	
D. BORROWED SERVICE (ADD)				
E. LOANED SERVICE (DEDUCT)				
F.				
G.				
TOTAL				
2. LESS ADJUSTMENT FOR:				
A. VACATIONS				
B. ILLNESS				
C. HOLIDAYS				
D. EXCUSED OR OTHER ABSENCE				
E. OVERTIME PREMIUM DOLLARS	—		—	
F.				
G.				
H.				
I.				
J.				
K. SUB-TOTAL				
L. UNUSED RESERVE TIME				
TOTAL				
3. NET AVAILABLE HOURS (1-2)				
4. ACTUAL HOURS FOR SPECIAL JOBS				
5. ACTUAL HOURS FOR MEASURED JOBS (3-4)				
6. STANDARD HOURS FOR MEASURED JOBS				
7. VARIANCE FROM STANDARD (5-6)				
8. OPERATING EFFECTIVENESS (6 ÷ 5)				

	MEASURED	UNMEASURED	SUPERVISOR	TOTAL
9. REGULAR EMPLOYEES ASSIGNED TO DEPARTMENT				

10. COMMENTS:

SUBMITTED BY APPROVED DATE

Fig. 7. The supervisor's monthly accounting of how the labor dollars, for which he is responsible, are actually used.

and how frequently. Total times are determined by multiplying each time element by the number of occurrences. Steps which are peculiar to the particular operation can be added easily.

Having determined what is being done through charting or operations analysis, we next find how often it is normally done within a given period. This requires a review of available records on work output for the previous six months or year. Where records are not available, as in the case of exceptions or errors, special tallies are installed and employees record the frequency as it occurs. These tallies and records provide large samples which will develop a definite pattern of recurrence. This phase of the study is a test of the skill and ingenuity of the analyst.

Telephone utilization illustrates how this phase can be effectively covered. The telephone is an important tool of office and clerical operations. A measurement study must give full cognizance to the amount of business and the amount of time transacted through this medium. To determine the frequency, length and type of calls made, employees are asked to make a tally mark under the proper heading on a tally sheet (Fig. 4). Since some employees may forget or summarize a series of marks to the best of their recollection, a cross-check on these manual tallies is provided by a metering device. This works on central dial telephone installations and is connected at the central telephone room by a telephone company representative. It produces a tape which shows the time and length of the call plus the total calls made or received during a given period (Fig. 5). Note that this device is in no way akin to wire tapping as there is no intent to listen in on calls. This machine is just one of several types of load survey and time totalizing devices used by our staff in continually striving for improved accuracy and fairness.

The studies thus far described in the development of control standards have determined what is being done and how often it is done in a typical month. We are now ready to apply time measurement to the data and develop our standards. Here, the objective is fairness and reasonable accuracy. The standard should reflect a fair expectency for a normal or average employee working at a fair rate of speed, under normal conditions, to accomplish his prescribed task.

It has been our experience that the start of this phase of the study constitutes a turning point. All involved are now keenly interested in the project and anxious to see the finished result. It is likely that the flow charts and frequency tabulations have shown the supervisor that he is not as familiar with the methods in his department as he thought he was. He will therefore effect a number of changes to obtain better results at less cost. In every one of our studies thus far, the methods improvements developed have resulted in substantial savings. However, the primary aim is work measurement. If the proposed improvement is controversial or involves a major systems study, it is referred to the proper staff group so as not to sidetrack the development of standards.

(Continued on page 149)

William R. Diehl Jr.

NSOEA Convention and

WHAT IS JUSTLY described as the "world's largest showcase" of office supplies and equipment will be on view at the Conrad Hilton Hotel, Chicago, September 27-29. The two-day business sessions of the annual convention of the National Stationery & Office Equipment Assn. will begin on September 30. This is a departure from past years and assures that there will be no conflict between exhibit days and business sessions. Members will be able to visit the 450 exhibitors from noon to 9 p.m. on Saturday, September 27; from 1 to 9 p.m. on Sunday, September 28; and from 9 a.m. to 6 p.m. on Monday, September 29.

Dr. George K. Schweitzer, associate professor of chemistry, University of Tennessee, and research radiochemist with the University of Tennessee Atomic Energy Commission, will be guest speaker at the Sunday morning nondenominational service. His subject will be "God, Man and the Age of Space." The business sessions on Tuesday morning, September 30, will feature three divisional meetings for retailers, manufacturers and field members.

Chairman of the retailers' divisional meeting will be John Brain, vice president of NSOEA and president of Brain Stores, Omaha. The important subject of transportation will be discussed by Frank M. Cushman, traffic consultant, who will cover proper classification of products, proper selection of carriers and filing of claims. A question and answer period will follow this presentation.

Chairmanned by Edwin H. Mosler Jr., vice president of NSOEA and presi-

C. M. Mortensen

Exhibit In Chicago

dent of Mosler Safe Co., the principal feature of the manufacturers' session will be a description of his impressions gathered from attendance at most of the association's district meetings this year. Vice president Herbert S. Morgan, National Blank Book Co. representative, will preside over the field divisional meeting which will be addressed by Paul Mills, oral communications consultant with Sales Power Co., New York, on how to put sell in your voice. Each of these meetings will include a question and answer period, followed by election of divisional officers.

Lady delegates join in a convention luncheon each year and the Tuesday luncheon has been selected for their participation. Guest speaker will be the president of one of NSOEA's members, Random House. Bennett Cerf will discuss the changing styles in American humor.

William R. Diehl Jr., president of NSOEA and president of Diehl Office Equipment Co., Columbus, Ohio, will follow Mr. Cerf with his president's report.

George Greening, an economist with Lehman Brothers, New York representative of one of the country's largest investment houses, is consultant to nationally known business firms and government committees. Delegates will learn much of value to their own futures from his illustrated talk on the business outlook. Dr. Bertrand Klass, vice president and director of research services, Market Planning Corp., New York, has done extensive consultant work on applying psychology in indus-

NSOEA Convention Program

SATURDAY, SEPTEMBER 27 TO MONDAY, SEPTEMBER 29

EXHIBITS OPEN: Sat., Noon to 9 p.m.; Sun., 1 to 9 p.m.; Mon., 9 a.m. to 6 p.m.

SUNDAY MORNING, SEPTEMBER 28

GOD, MAN AND THE AGE OF SPACE: DR. GEORGE K. SCHWEITZER, *University of Tennessee.*

TUESDAY MORNING, SEPTEMBER 30

MANUFACTURERS' DIVISION—THE NSOEA MANUFACTURER AS I SEE HIM: EDWIN H. MOSLER, *President, Mosler Safe Co.*
RETAILERS' DIVISION—TRANSPORTATION: FRANK M. CUSHMAN, *Transportation Consultant.*
FIELD DIVISION—HOW TO PUT SELL IN YOUR VOICE: PAUL MILLS, *Sales Power Co.*

TUESDAY AFTERNOON, SEPTEMBER 30

CHANGING STYLES IN AMERICAN HUMOR: BENNETT CERF, *President, Random House.*
REPORT OF THE PRESIDENT: WILLIAM R. DIEHL, JR., *Diehl Office Equipment Co.*
THE BUSINESS OUTLOOK: GEORGE GREENING, *Lehman Bros.*
PSYCHOLOGY APPLIED TO SELLING: DR. BERTRAND KLASS, *Vice President, Market Planning Corp.*

TUESDAY EVENING, SEPTEMBER 30

ANNUAL CONVENTION PARTY: Entertainment and Dance

WEDNESDAY MORNING, OCTOBER 1

INTERVIEWS: MIKE WALLACE.
WHERE DO WE GO FROM HERE? RALPH DEARMOND CIES, *NSOEA Research Consultant.*

WEDNESDAY AFTERNOON, OCTOBER 1

IMPROVING PERFORMANCE BY IMPROVING HUMAN RELATIONS: DR. GEORGE D. HEATON.
SALES MANAGEMENT IN NSOEA: PAUL R. IGNATIUS, *Vice President, Harbridge House.*
NSOEA AS I SEE IT: CHARLES M. MORTENSEN, *NSOEA General Manager.*
USE IT OR LOSE IT: ARTHUR H. MOTLEY, *President, Parade Publications, Inc.*

WEDNESDAY EVENING, OCTOBER 1

ANNUAL BANQUET AND DANCE: Presentation of Awards.

try. "Psychology Applied to Retailing" will be his subject.

Mike Wallace, controversial TV artist, will provide a change of pace with one of his "interviews" of one or more members of the industry in what should prove to be an interesting session on Wednesday, October 1. Dr. Ralph DeArmond Cies, research consultant, who has directed the research program of NSOEA for the past five years, will present one of the "Main St., U. S. A." studies of the industry, revealing the results of the recently completed retail operating cost survey for 1957 and new information on manufacturer operations never before known.

Dr. George D. Heaton, minister and student of human relations, who has entertained a number of meetings and conferences with his forceful messages, will be guest speaker at Wednesday's luncheon where he will discuss how to improve performance by improving human relations. Paul R. Ignatius, vice president of Harbridge House, Boston, will present, for the first time, the outline of the project for 1959: "Sales Management in NSOEA." Harbridge House has conducted courses in management for government and private industry, but never before for a trade association. The results of this study, following contacts with a number of member firms, were almost unanimously in favor of sales management development. Details of the five-day seminars planned for various sections of the country will be made known.

Charles M. Mortensen became general manager of NSOEA on July 1 following the resignation of Paul E. Burbank, who now operates as a consultant. Mr. Mortensen will give his impressions of NSOEA at the end of his first three-month period as its executive head, and based on returns from a questionnaire to the members evaluating each of the association's services. Arthur H. "Red" Motley, president, Parade Publications, will wind up the Wednesday afternoon business session with "Use It or Lose It."

A full program of entertainment is provided for ladies, close to 600 of whom attend NSOEA's convention each year. On Sunday afternoon, a reception and tea will be held in the Gold Room of the Congress Hotel. For the first time this event will take place outside convention headquarters due to the utilization of the grand ballroom of the Conrad Hilton for exhibits. On Monday, a luncheon in the grand ballroom of the Sheraton Hotel will be followed with a fashion show by Bramson's, one of Chicago's exclusive specialty shops. On Tuesday, the ladies will join the men at the convention luncheon, and will then retire to the Boulevard Room for bingo. Many attractive prizes will be awarded.

The annual convention party, to which all delegates are invited, will be held Tuesday night. Top talent appearing in Chicago during the convention will perform. Following the show, there will be dancing to Norman Krone's Orchestra. On Wednesday, the ladies will see the matinee performance of "My Fair Lady."

Advance registrations can be made direct with NSOEA, 740 Investment Building, Washington 5, D. C. Registration is $22 for men members; $18 for ladies; $35 for non-members.

Saving Money on Branch Office Service Invoicing

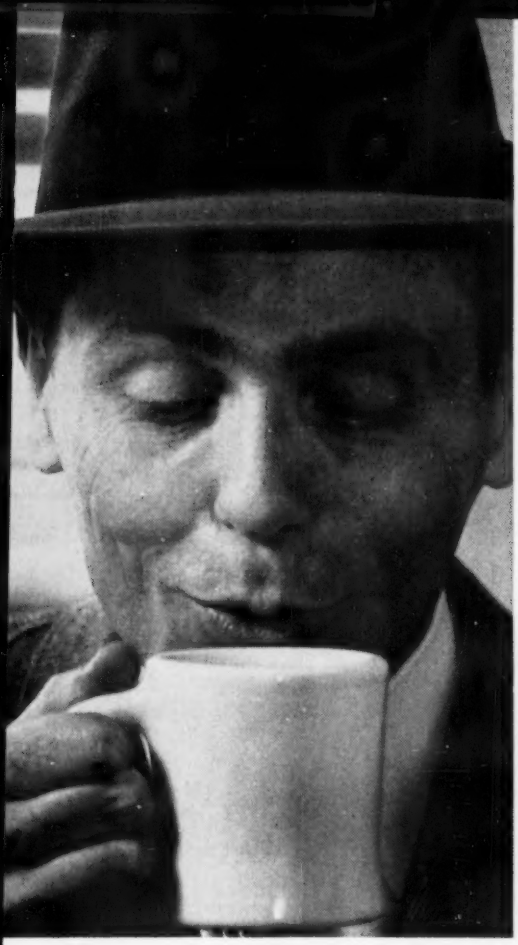
A THREE-PART service invoice has eliminated an expensive, time-consuming bottleneck and saved "more than $2500 a year" in handling maintenance calls on Dictaphone equipment. Dictaphone Corp. maintains about 200 sales and service offices throughout the U. S. and Canada. The new system of service invoicing, which involves continuous, marginally punched forms and three office machines, was installed under the direction of Jack Bossert, methods and procedures supervisor, and Charles Tripp, supervisor of office services.

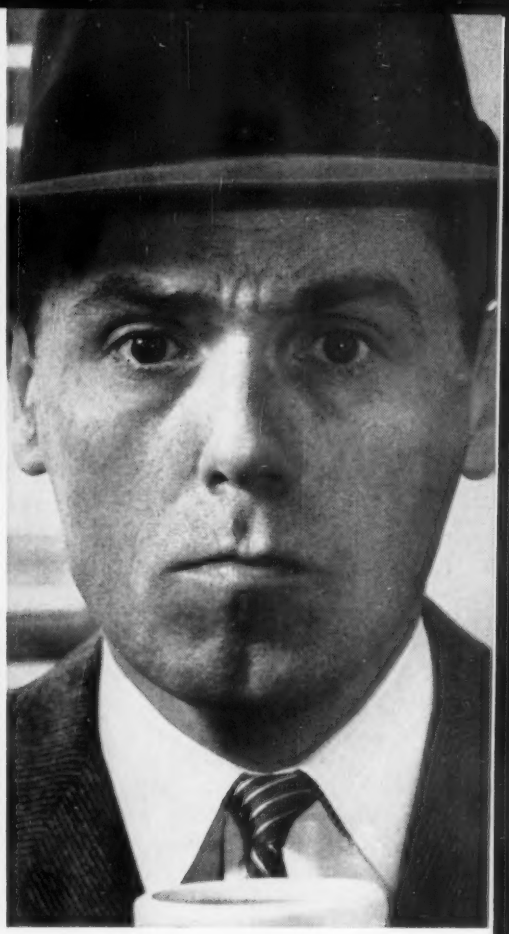
The starting point of the operation is a request by a branch or district office for a number of B-44 Service Invoices. Each district or branch office is assigned a certain set of numbers. The consecutive number control gives the main office in Bridgeport positive control. At all times the main office knows what numbers have been assigned and can keep control of the inventory. The first two digits of the consecutive numbers are a code to identify the branch or district office, while the remaining digits follow consecutively from the last assigned numbers.

The Bridgeport office maintains a stock of unnumbered forms and the requested amount is fed through an Ad-

(Continued on page 130)

Addressing machine (left) prints consecutive numbers and branch office addresses on the continuous forms which are then burst (right) into unit sets.





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Burroughs Sensimatic Accounting Machines bring the facts of your business life sharply, quickly, fully into focus.

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See a demonstration at our nearby branch today. Or write Burroughs Corporation, Burroughs Division, Detroit 32, Michigan. Burroughs and Sensimatic–TM's

For More Information Circle No. 242

Burroughs Corporation

"NEW DIMENSIONS / in electronics and data processing systems"

How We Simplified Moving Our Offices

ARTHUR W. CLARK, Director of Planning,
Home Security Life Insurance Co., Durham, N. C.

MOVING AN OFFICE of any size is at best a rather complex operation. Only by careful planning and thorough coordination is it possible to make such a move rapidly and smoothly. One major objective is to accomplish the entire process so as to interrupt normal operating procedures as little as possible. With this in mind, we try to devise methods that will facilitate all phases of the moving operation.

One important element in the moving process is to enable the professional movers to take each piece of furniture and equipment to its new location with a minimum of lost time and effort. These men may have to work with poor lighting and under circumstances which demand that instructions and directions be simple, clear and explicit.

First we prepare a ¼″-scale layout through the use of three-dimensional models placed on a floor plan which incorporates a ¼″-grid to facilitate spacing. This is done by planning department personnel working in conjunction with responsible department heads. Three-dimensional models are used because of the ease with which they may be shifted about and because a layout made with these models may be meaningful to someone who has difficulty interpreting a two-dimensional plan. The models we use contain small magnets, and cling to the plan which is underlain by a piece of sheet metal. The floor plan tracing is placed over the gridded sheet metal, and the wood scale models with built-in magnets sit on top of the plan.

After the layout has been completed and agreed upon, it is drawn on trac-

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With just five simple controls where comparable machines use as many as ten . . . with two-second magazine loading where others fumble with old-fashioned hand threading . . . with crystal-clear, easy-on-the ear voice reproduction where others require nerve-racking concentration . . . the new Norelco '35' makes it at least 50% simpler, easier and pleasanter to give and take office dictation. Engineered by Philips of the Netherlands, world's largest electronics concern outside the United States, the Norelco '35' represents the sum total of modern scientific knowledge as applied to the simplifying, streamlining, ruggedizing and "foolproofing" of moderately priced dictating equipment. Prove to yourself that the Norelco '35' makes all other dictating machines in its price class obsolete. Ask your dealer for a free demonstration at **your** office, without any further obligation on your part.

Check these NORELCO '35' features against any other dictating and transcribing machine at any price:

- ✓ **Magazine Loading** — fumble-proof, jam-proof
- ✓ **Extra-Long Dictating Capacity** — 35 minutes on one reel
- ✓ **Easy Portability** — only 8 lbs.
- ✓ **Only 5 Controls** — for all functions: dictating, playback, fast-forward, fast-rewind, quick-review, quick-erase, and stop.
- ✓ **Full Line of Accessories Available** — headset, earpiece, typewriter control, foot control, telephone attachment, conference loudspeaker, log pads, microphone, carrying case, etc.
- ✓ **True-Fidelity Sound** — prevents fatigue in transcribing
- ✓ **Automatic Counter** — extra accurate; pinpoints words
- ✓ **Modern Decorator Styling** — blends with any decor

NORTH AMERICAN PHILIPS CO., INC. • DICTATING EQUIPMENT DIVISION • NORELCO

NORTH AMERICAN PHILIPS CO., INC., *Dictating Equipment Division*
230 Duffy Avenue, Hicksville, Long Island, N. Y.

In Canada: Philips Industries Ltd., 116 Vanderhoof Avenue, Toronto, Ont.

ing paper or on a reproducible master. Each piece of furniture is drawn to ¼″-scale and on each is shown the serial number of the piece of furniture. These numbers correspond to small numbered tags which are permanently attached to the pieces of furniture themselves. In our case, these tags are used in conjunction with our inventory control system for furniture and equipment. The important thing is that each item have its separate number.

At this point we have layouts of all of the furniture and equipment in their new location with each item precisely identified and placed. Though such layouts would ultimately enable the movers to accomplish their task, the process would be slow and cumbersome. We have tried to streamline it by adding a few simple signposts.

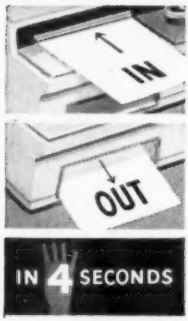
First, the new space is divided into separate floors which are numbered in the conventional manner. Then each floor is divided into easily recognizable zones—in our case, building bays. In the absence of any other readily recognizable physical features, tapes or chalk lines could be used to designate areas. We numbered our seven bays in the major work area in each floor—an area measuring approximately 50 x 200 ft. —and then have subdivided each rectangular bay by a line across its center dividing the north half from the south half and producing almost square areas, each containing roughly 650 sq. ft. One additional work area in the service core of the building has been designated simply by a bay or zone number.

Planomatic scale models of office equipment were used to plan office layouts. Models are made by M & M Industries, South Milwaukee, Wis.

By using two digits and a letter, we specify the floor number, bay number on that floor, and the north or south side of that bay: 34N means the third floor, fourth bay, north side. In addition, offices on each floor are consecutively numbered so that if a piece of furniture goes, for example, into an office in this same bay and this office happens to be the No. 3 office on that floor, it is designated at 34O3, the "O" standing for office.

The destination of every piece of furniture or equipment is stamped in large characters on the tag which is tied to the item. These tags are in different colors—one color for each floor so that simple color recognition will make it possible to take the furniture to the proper floor. A large rubber stamp is used to prepare these tags so that they may be read even in very poor light. With copies of the zone master sheets in hand, the movers have but to glance at the tag on any items to de-

compare copy methods; you'll use this one!



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WRITE TODAY on your business letterhead for additional information on the justifying type-composing Justowriter -- a basic Tape-Talk machine in the "new world for business" created by Friden.

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FRIDEN, INC.
San Leandro, California

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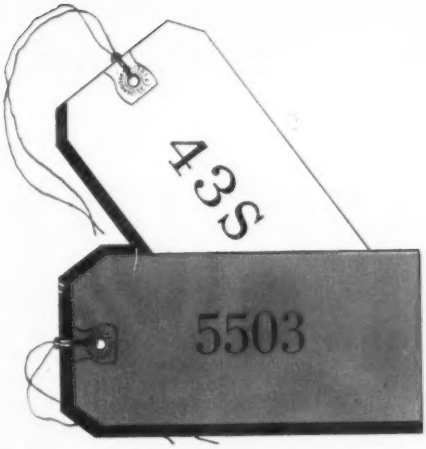
For More Information Circle No. 236

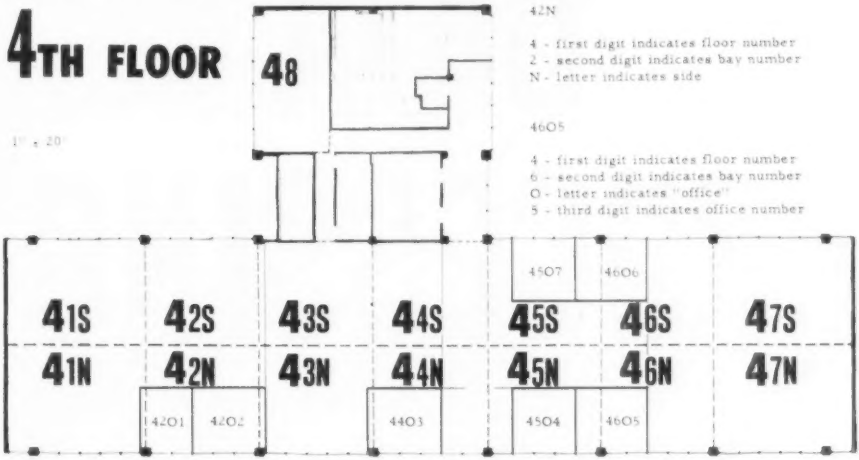
termine readily the floor and zone for which the piece is intended.

Once the item has arrived in that immediate area a representative of the department concerned, equipped with the ¼″-scale layout, will look at the serial number on the piece and is then in a position to determine its precise location in the zone. In our own case this operation is facilitated by reason of our having floor tiles which measure one foot on a side rather than the usual nine inches.

The advantages of this system are its simplicity and the fact the movers need read only the few bold characters that tell them where they are to take the furniture and equipment. All of this, coupled with the color coding of the tags themselves, simplifies their job sufficiently so that there is little chance of misplacing pieces during the moving. With carefully planned and scheduled moving operations, this procedure should minimize the number of problems that must inevitably arise during such an operation.



Numbered, colored tags, indicating floor and zone in new location, were attached to every piece that was moved.



Green Tag - 5th Floor
White Tag - 4th Floor
Yellow Tag - 3rd Floor

Orange Tag - 2nd Floor
Blue Tag - 1st Floor
Red Tag - Basement

Plans of each floor were offset duplicated for all moving men. When equipment arrived in an area, a department representative with a detailed layout pointed out the exact location for each piece.

REVOLUTION IN BANK DATA PROCESSING

. . . The FIRST National Bank of Boston, oldest and largest in New England, starts new era of bank accounting . . . introduces truly integrated bank data processing with Honeywell's DATAmatic 1000 . . . newest, speediest, most accurate development in its field.

A TRULY INTEGRATED OPERATION **DATAmatic 1000 has already begun processing special checking account records at The FIRST. DATAmatic 1000 will eventually handle the bulk of the bank's record-keeping which embraces 31 departments, over 90 services, 26 offices, and 3,890 employees.**

Here's how DATAmatic 1000 will revolutionize bank paperwork:

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Honeywell

DATAmatic
ELECTRONIC DATA PROCESSING

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For More Information Circle No. 449

Duplicators Turn Out Copies Faster Than Hands Can Collate

DUPLICATING JOBS sometimes consist of a single page, but often material to be duplicated runs into multiple pages. Whenever that happens, there is a collating job to be done; gathering the sheets into sets for binding or stapling. The insurance industry has found office collators just the thing for assembling agency and underwriting bulletins, pamphlets, premium rate schedules, standard non-forfeiture laws, speeches, reprints and other public relations mailings, and miscellaneous employee pieces. Manhattan Life Insurance Co., New York, recently faced up to the inefficiencies of its old hand collating methods. The answer was an electrically operated, ten-bin Thomas Collator, located in the duplicating department, where it steadily serves Manhattan's agency department, underwriting, executive, investment, public relations, personnel and other departments.

Because their internal duplicating department has proven so practical, especially in time and money savings, and close control over work in progress, Manhattan's department manager plans to expand his facilities. "Even though I want to add another duplicator," he states, "I feel quite confident that our collator will be able to handle whatever increased work we can give it."

Underwriter's Laboratories, Inc., New York, in addition to testing the Thomas Collator thoroughly and granting it the laboratories' seal of approval,

The purchasing subsidiary of Allied Stores Corp., New York, uses 6000 duplicating masters monthly and collates over 16 million sheets annually. Their 20-bin electric Thomas collator is shown at right.

A million and a half pages being collated into 2250 sets on a 32-bin Thomas electric collator at Financial Information Co., New York.

found the machine valuable for their own use. Detailed reports of test findings are duplicated internally. The machine readily collates glossy photographs as well as uncoated offset stock used for these reports. The collator's most spectacular service at UL was the one-time assembling of 1000 sets of reports of 600 pages each, at a time saving of approximately 50%.

Financial Information Co., New York, processes and distributes complete, up-to-the-minute statistical information to firms and individuals engaged in securities trading. Composed of daily reports, cumulative monthly bulletins and a large, detailed annual directory, this firm's collating job runs into millions of sheets. For example, 2250 copies of the directory running about 700 pages each, and listing 25,000 stock issues and over 30,000 companies, is now easily collated by only one person in five weeks without overtime. With earlier hand methods, this job required four girls over a period of 12 weeks, with frequent bottlenecks and overtime. What mechanized collating has meant to Financial Information Co. is summarized by its president, Stanley Croasdale: "Why have modern, rapid offset duplicating equipment, print reams of paper, and then spend weeks putting it into sets for mailing? Our collator has more than paid for itself—even a conservative estimate would put the amount in the thousands."

Brokerage firms, such as Bache & Co., use the collator for assembling multi-page interoffice memoranda, research data and other reports not for publication. They realize savings in time and money, and need less space to lay out such work on many large tables. Preparation and dissemination of masses of financial information usually necessitates internal duplicating and collating.

Distribution of data is vital in the merchandising field, as illustrated by Allied Stores Corp. Buying information

(Continued on page 257)

your company is judged
by the office you keep!

Scientific construction, handsome styling, consideration for comfort, are all combined in Cole Steel Office Equipment. Cole Steel is America's top selling brand, its low initial cost and enduring beauty make it the greatest dollar value in steel office furniture.

COLE STEEL

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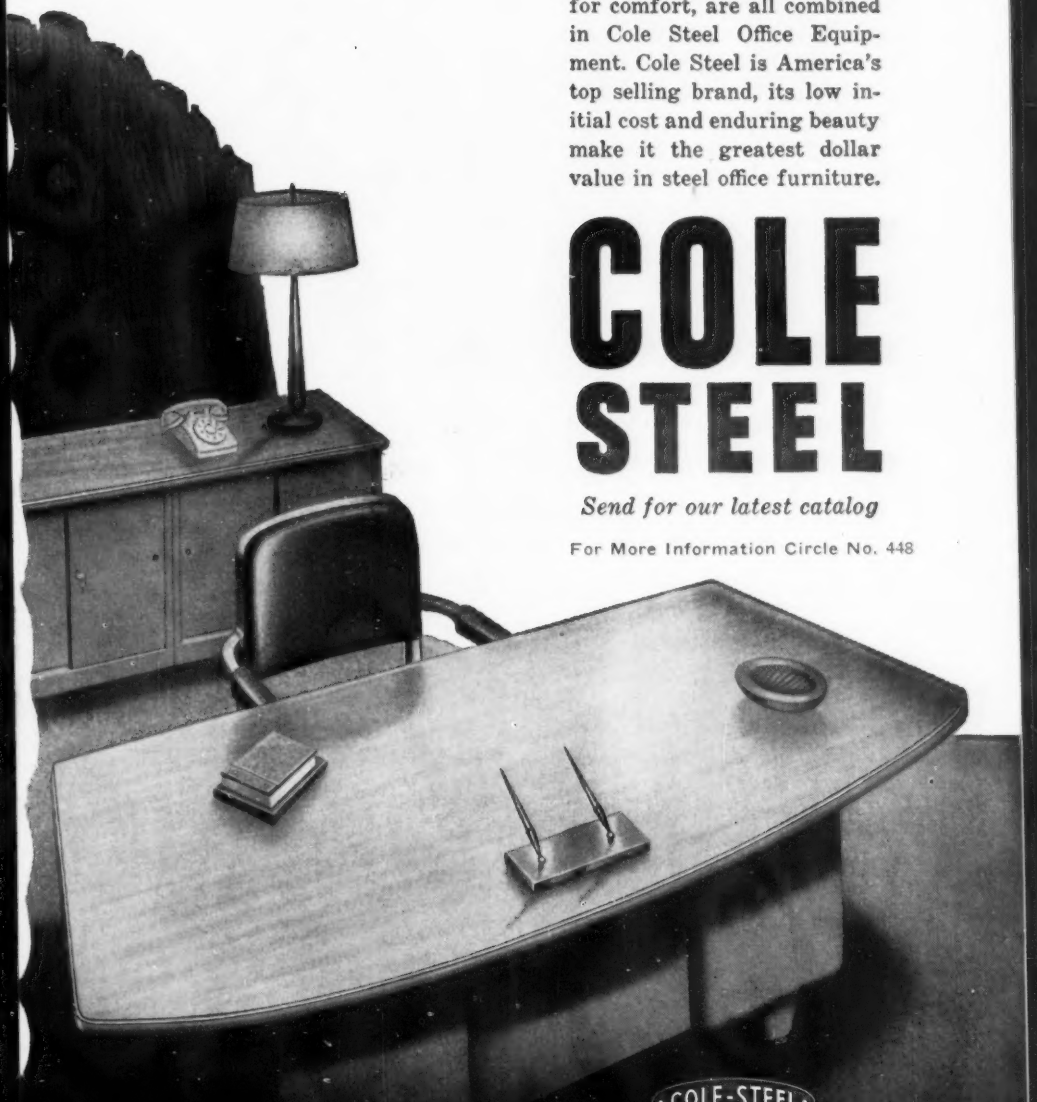

COLE-STEEL

Cole Steel Equipment Co., Inc. • 415 Madison Ave., New York 17, N.Y.
Canada: 329 Dufferin St., Toronto, Ont.

George Malone, right, supervisor of xerography department at H. L. Green Company Inc. places copies of quickly prepared sales bulletin before S. E. Williamson, seated, Green's vice-president in charge of merchandising, and Fred E. Myers, sales promotion manager. Multiple copies of bulletin were run off on offset duplicator from inexpensive offset paper masters prepared in three minutes by xerography.

"We get 'hot' merchandise information to our 141 branch store managers 3 days earlier... and save $800 a month."

FRED E. MYERS, H. L. Green Co. Inc.
Sales Promotion and Advertising Manager

H. L. Green Co. Inc. is a thriving variety chain buying and selling more than 30,000 items.

As with H. L. Green, variety is the key to xerography's success, because xerography—fast, clean, dry, electrostatic—is the world's most versatile copying process. It is the fast, economical way to get copies of price lists, merchandise data, promotion calendars, buyers' lists, orders to vendors, and sales bulletins.

"Because of xerography," says Fred E. Myers, sales promotion and advertising manager, "we get 'hot' information to our 141 branch store managers *three days earlier*—and save $800 a month besides."

Write for proof-of-performance folders showing how companies of all kinds and sizes are saving thousands of dollars and speeding paperwork by xerography.

HALOID XEROX INC.
58-230X Haloid St., Rochester 3, N. Y.
Branch offices in principal U.S. and Canadian cities

HALOID XEROX®

For More Information Circle No. 241

AUTOMATIC SYSTEMS

Current trends in office automation including data processing.

Some of Us Are Going THE OTHER WAY

EDMOND W. McNAMARA, Office Consultant, Bridgeport, Conn.

TRAFFIC on the superhighway of office mechanization is unusually heavy these days. The long overdue exodus from Manualville is underway. Of equal density is the traffic pouring out of Mechanicville and Punchcardtown as, with punched paper tape banners flying, it heads down the high speed lane to Computerberg.

As we survey the traffic we discover certain patterns. For the most part, those coming out of Manualville never build up much speed and they leave the highway at either the Mechanicville or Punchardtown exits. A few, weaving from one lane to another, pass both these exits and continue toward Computerberg. Most of those who get on at Mechanicville are headed for Punchcardtown. But here too, after a slowing down at the Punchcardtown exit, some will lurch forward and continue on to Computerberg. Those entering the highway at Punchcardtown invariably swing over into the left lane and head full speed toward Computerberg.

As might be expected in heavy traffic with so many uncertain drivers, there is much brake-squealing and many near accidents as the driver is egged on by his tape-waving passengers who encourage him to at least go on to Punchcardtown. As cars pull abreast of one another during periods of enforced slowdown, the drivers often compare notes: "Where *you* heading? What's up there?" and similar questions reveal the overall uncertainty of destination. Occasionally the drivers stop to refuel and stretch their weary limbs. During such moments their conversation makes you wonder what possesses some of them and why some of them are on a dangerous highway at all. While many of them know where they are heading and precisely why, most do not know why they are on the road or exactly where they are going. As one fellow was heard to say, "When I left Manualville I intended only to take a brief look at Mechanicville, but here I am in Punchcardtown already . . . and these fellows won't rest until we end up in Computerberg!"

In the back seat his fellow riders, toss bits of magnetic tape out on the pavement, or wave a piece of it in your face as they shout, "Pay no attention to him; he's non-progressive! No imagination! Resists change!"

Such is the contagion of the electronic age and the speed with which the traffic pours down the road. So exhilirating is the ride that relatively few of the excited travelers take time to analyze where they are going—let alone why they are on the road at all. Perhaps it is a sign of our times. Maybe we should not expect people to think logically about business practice any more than we can expect them to explain why they drive cars of bigger and better horsepower along faster, more dangerous roads. Apparently there just

isn't time to stop and think when one is busy keeping up with the Joneses or out chasing the rainbow which promises much but yields so little.

The power of modern advertising and selling combine to pressure our civilization into the most fitful, nerve-racking and hectic search for the spectacular, both in our personal lives and our business lives. We jump at anything which holds out the promise of being the solution to all our problems. On the highway, there are only a few who can remain calm and observe with perspective: the police and the tollgate tenders. Unlike the excited one-way travelers, they are in a position to see the close calls, the false starts, the disillusioning turnbacks of those who got to the end of the line and found that there is no short-cut, no panacea.

From the point of vantage at the tollgate on our office mechanization highway, we philosophize about the drivers speeding toward Computerberg. We see the gay and expectant faces of the passengers. We note the eager anxiety of the drivers. And we know that many will be coming back—some sooner, some later. When they return there will be less gaiety, less exhilaration. Rather, there will be a slow, steady retreat, with grim drivers and weary passengers. In many cases there will be new drivers, less daring, more sober. Many of them will have left their goading passengers behind, glad to be rid of them. They will tell you about their ventures into the big town; how they "got taken"; how they were forced to turn back, to get their feet back on the ground of practicality and sober up after their wild ride.

In spite of all the publicity, articles, seminars and lectures telling of the wonderful things that are being done or are going to be done, with punched paper tapes, punched cards, magnetic tapes and electronic computers—many *are* turning back. Many who plunged into high mechanization for their clerical processes have found to their sorrow and chagrin that, in spite of the cost of capital investment, personnel placement and training, and general upheaval of their procedures, they did not achieve the tremendous economy which they were led to expect. They could not operate with smaller clerical staffs. They did not receive their reports significantly earlier. Although they themselves were not without blame, they felt duped both by some equipment manufacturers' salesmen and by their own staff advisers. With the falling off in business activity during this eco-

nomic recession, they have had to find their way back onto firm grounds of conventional methods. Some have retreated all the way back to Manualville.

Consider the large New England tool manufacturer who, through the years, had progressed from the different stages of growth in punched-card methods until, in 1956, he was processing his $60 million worth of orders annually by a system built around a computer. By the fall of 1957 his business, highly dependent on the automotive industry, was down to about $25 million, yet he was still using his computer. He phrased his reaction to the situation in these words, "It was like using a bus to drive two people when a small two-seater would do the job."

Then there was the medium size manufacturer, with national distribution, who had reached that plateau of clerical sophistication where all his paperwork was geared to punched cards. A sudden change in distribution policy obsoleted all field accounting procedures and with it the need for high powered equipment.

It is not in the punched card field alone that the stories of retreat are recorded. Take the small country service station with ten employees, a handful of weekly expense vouchers and an expensive electric accounting machine. They are three months behind in their postings because of inability to hire and hold a person capable of operating the machine. This is no reflection on the ability of the machine to do the job, but it may be a reflection on the feasibility of that machine in the particular circumstances in which it is installed. Manual methods have taken over while the machine sits idle.

A New Haven manufacturer frankly admits that *he* went off the deep end when he went into punched cards. He finally rectified his blunder and modified the expense of getting rid of the equipment that he had leased and put the work in a service bureau.

Punchcardtown

In his book, *Electronic Data Processing in Business and Industry*, Richard Canning discusses the reasons why data processing systems have failed and why some users are "on the way back."

1. Equipment was not satisfactory:

   a. Equipment caused too many random errors and expensive double checking procedures had to be instituted. Eventually the system was removed.

   b. Equipment broke down and was down for long periods, holding up vital operations.

   c. Original equipment proved inadequate and supplementary equipment had to be ordered.

2. Equipment worked satisfactorily but the system gave wrong answers:

   a. The people in the shop could not be bothered putting information into the mechanical system correctly, so the manual system was put back.

   b. If the operator typed the stock

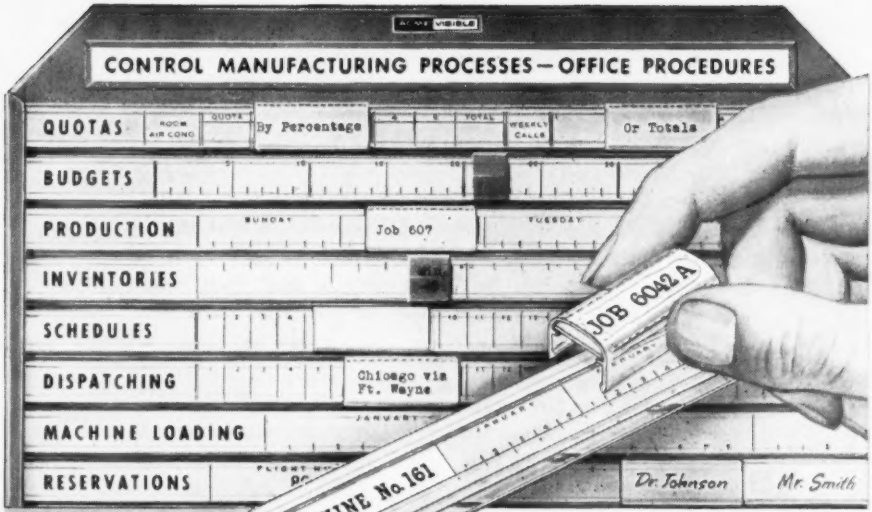

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Chart Action, Indicate Trends, Show Results, Permit Comparison, Picture Organized Facts for Analysis and Decision.

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Lightweight panels contain clear plastic tubes which are individually removable and may be shifted from one position to another . . . Clarity of tube provides full legibility of contents.

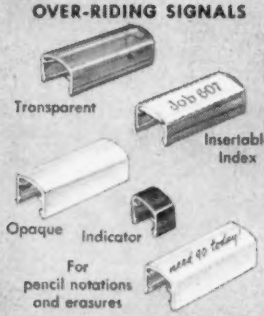
Signals snap on or off at any point . . . Hold position until positively moved . . . Slide smoothly back and forth . . . By-pass freely.

Insertable index feature afford triple signalling potential: by position, by color and by legend of index.

Ask the man from Acme to show you examples—

Almost Unlimited Applications

OVER-RIDING SIGNALS



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Panels Contain 25, 50 or 100 Tubes Available in 17, 30, and 40 inch widths

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☐ Send us more information on Visual Control Panels. Q-958

☐ We are interested in Acme Visible equipment for _____ records.
KIND OF RECORD

☐ Have representative call. Date_____ Time_____

Company_____ Attention_____

Address_____

City_____ Zone_____ State_____

For More Information Circle No. 216

number with two of the digits transposed, indicating that 25 mink coats were sold instead of the 25 imitation pearl necklaces which really were sold, the machine could not use common sense to catch the mistake.

3. Equipment worked satisfactorily but the system did not do enough. Management still did not get the desired results, because another operation became a bottleneck. The equipment was not designed to handle this other operation.

4. The estimated savings did not materialize. Either additional equipment had to be ordered to patch up the system, or the equipment took more time to perform the operations than originally estimated.

Some of the disillusionment is caused, not by the particular basic equipment but, by the so-called peripheral equipment. One southern department store designed its systems of sales reporting, audit and analysis around a small electronic computer. To feed information on common language punched paper tape into this computer, there were point-of-sales recorders. These devices, designed to produce a paper tape as a by-product of ringing up the sale at the sales counter, were the product of a different manufacturer than the one who made the computer. Both were reliable manufacturers. The punching device was a new design and it had *bugs*. Not serious ones, but ones which acted up with such frequency that they seriously lessened the effectiveness of the computer. The input equipment was corrected before the system was jettisoned and, after a period of headaches in working out the bugs, the system is now reported to be working satisfactorily.

Of course, one reason why companies are forced to turn back after starting a survey is that many begin feasibility surveys with one idea only: reduction of present clerical costs. When they become aware of the tremendous work involved in just the feasibility study itself, they abandon original plans and then do nothing. They blissfully observe, "We looked into computers but they are not for us."

Writing in *Harvard Business Review*

COMPUTERBERG

(September - October 1957) Ralph F. Lewis said: "Despite the ballyhoo that has been given computer systems for the last few years, and in face of the undeniable future usefulness of the computer as a management tool, there are very few computer systems in use today which could be judged as economic from any standpoint." In his report, "Never Overestimate the Power of a Computer" he wrote: "It is not surprising that one major eastern corporation which had pretty fully programmed its large scale computer with payroll applications is now quietly decentralizing the payroll operations, moving them back to conventional equipment, and substituting more worthwhile operations on the computer."

For More Information Circle No. 192 →

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HE IS LISTED IN THE YELLOW PAGES — OR WRITE

OLD TOWN
CORPORATION
750 PACIFIC ST
BKLYN 38, N. Y.

First National of Boston

Installs Datamatic 1000

Data Processing System

AMERICA'S OLDEST chartered bank, the First National Bank of Boston, now has the largest single electronic system to be used by any bank in the world today. It was built and installed by the Datamatic Division of Minneapolis-Honeywell Regulator Co. In making the announcement, Lloyd D. Brace, president of the bank, said that, "Banks, like many other businesses, are concerned with the growing amount of their paperwork. Last year The First processed approximately 47 million of its customers' checks; by 1960 it is estimated that it may be 54 million. Each check is handled on an average of slightly more than four times. This totaled approximately 197 million handlings last year and could grow to 226 million in 1960. Electronic data processing will help the bank adjust to this present and expected volume, resulting in greater accuracy, speed and efficiency in many of our banking operations."

Now being processed on the Datamatic 1000 are the records of 30,000 special checking accounts. Punched card checks received by the bank for payment are coded for the amount and fed directly into the system which posts them to the accounts at high speed. Regular checking accounts for 70,000 depositors will be processed electronically when the bank acquires equipment now being developed. This new equipment will automatically read information printed on each check in magnetic ink.

In addition to deposit accounting, other applications programmed or be-

Donald French, Frank Cate Jr. and Philomena Chludinski, of the First National Bank of Boston, and Jeremiah Sullivan (rear) of Datamatic, at the central console of the bank's new electronic data processing system.

ing prepared are the maintenance of stockholders' ledgers, preparation of dividend checks for the Corporate Trust Division of Old Colony Trust Co. (the bank's allied institution); and loan accounting, including installment, commercial, mortgage and factoring loans. Personal trust accounting and payroll accounting applications are under study.

All master record files of the departments which use the system will be condensed onto just 20 reels of magnetic tape. Each reel, about 20″ in diameter, contains more than a half-mile of tape. One storage cabinet covering 5 sq. ft. holds tapes containing all the data previously requiring 2185 sq. ft. of floor space.

The system translates information recorded in the form of punched cards to a dot-dash electronic language on the 3″-wide magnetic tape. Simultaneously, the system reads and writes at the rate of 60,000 decimal digits per second, while at the same time performing 1000 multiplications or 4000 additions or 5000 comparisons.

Benjamin W. Taunton, assistant controller, who has been working closely with electronic data processing at The First since 1953, is in charge of the electronic programming center. Explaining how the system does their job, Mr. Taunton said, "In updating checking account records, information recorded in the form of punched holes in card checks—and later, on paper checks printed with magnetic ink characters—is read and translated into the dot-dash language and written on mag-

netic tapes. The card reader and input converter performing this function, handles 900 punched card checks a minute. This data is then transmitted to the central computer at the rate of 60,000 digits per second where it is processed at electronic speeds. The computer makes the changes in the master record files and produces on tape the output information needed daily to prepare statements, trial balances and other reports.

"To translate this output to printed form, the tape is fed through an output converter which converts it to letters and numerals through a high speed printer. These units also automatically edit and arrange the information to fit any special forms, while printing at the rate of 900 lines a minute. A highly trained staff of specialists, recruited from our own employees, have been trained in the operation of the system by the bank and Datamatic personnel."

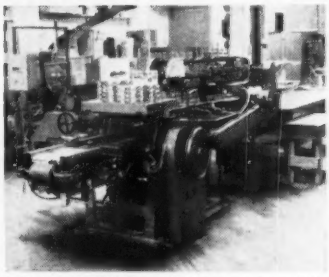
Carol Cerata shows the 20 reels of tape which holds all master file records initially used on the First National Bank of Boston's Datamatic 1000. The tape is stored in a cabinet occupying 5 sq. ft.; original data required 2185 sq. ft.

Richard Wanders Jr. mounts a tape in the magnetic file room of the bank's electronic data processing system. Each reel of tape is over a half-mile long.

THIS NATIONAL ACCOUNTING MACHINE has greatly simplified the record-keeping set-up of The Bianchi Co.

A. J. BIANCHI, whose company was in business during the Civil War.

BIANCHI IS THE ONLY COMPANY to manufacture 100% liquid center cherries and chocolate covered cherries.



THIS MACHINE—the only one of its kind in the world—was designed to mass produce chocolate covered cherries.

"Our *National* System saves us $2,400 a year... returns 68% annually on our investment."

—**The Bianchi Company,** *New York City, N. Y.*

"The ease with which we are able to operate our new National Accounting Machine has speeded up our posting work considerably, making more time available for credit follow-up and other important office activities," writes A. J. Bianchi, of The Bianchi Company. "In fact, we estimate that our National has cut posting time by 75%.

"All totals are accumulated automatically by our National System, eliminating the daily re-adding of columns. And with the information our National supplies, we are able to complete tax reports in a fraction of the time it previously took by hand. Our National System is easy to operate, too, making it easier for us to train new employees.

"By increasing the efficiency and economy of our operation, our National System saves us at least $2,400 a year, returns 68% annually on our investment."

of The Bianchi Company

Your business, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)

*TRADE MARK REG. U. S. PAT. OFF.

*National**

ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS

NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

1039 OFFICES IN 121 COUNTRIES • HELPING BUSINESS SAVE MONEY

For More Information Circle No. 240

A DURABLE *Beauty* THAT LOVES HARD WORK

Here is a typewriter that is perfectly at home in any office. A beauty for looks, a delight to type with, and a willing work horse for any kind of typing job, large or small. It's a matter of pride with us that so many makers of quality products insist on OLYMPIA. These discriminating firms insist on high quality. And they know that OLYMPIA standards are based on years of experience of craftsmanship and design. See your authorized Olympia dealer today.

AND CONSIDER THESE PLUS FEATURES

- **Plastic alignment guides ideal for drawing horizontal and vertical lines and form ruling.**
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- **46 spring-cushioned, finger-form key tops, give a comfortable feather-light touch and prevent finger fatigue.**

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Writes **BEST** of all . . .

Because it's built **BEST** of all.

OLYMPIA DIVISION INTER-CONTINENTAL TRADING CORPORATION
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For More Information Circle No. 215

An Order-Ship-Bill System That Saves $150,000 a Year

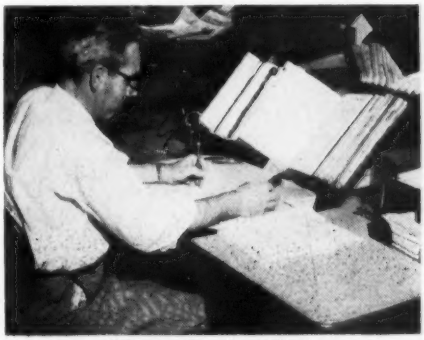
HUGH M. ATWOOD, Manager, Office Procedures, General Purpose Control Dept., General Electric Co., Bloomington, Ill.

WE RECEIVE between 500 and 1000 orders per day, comprising 1500 to 3000 billing items. Because mail piles up over the week end, almost double the number of orders can be expected on Monday with a corresponding sharp low on Tuesday. The majority of the items ordered are warehouse - available. The remaining items represent factory specials which usually must be built. Our chief interest and the subject of this article is the rapid, economical handling of the warehouse items.

Items are maintained in the warehouse primarily from a forecast of business conditions with only secondary observance of specific sales activity at any particular time. Maximum and minimum figures of permissible inventory are used only as warning signals to indicate that the forecast system of replenishment needs review. On the other hand, renewal parts are maintained in the warehouse primarily on an inventory record based on maximum and minimum points of permissible inventory.

Mail is obtained from the Bloomington Post Office before 7 a.m., opened and sorted into rough categories of orders and other mail. Before 8 a.m. when most of the regular office shifts commence, a classification edit step has begun to separate the obvious warehouse standard items from those which require special handling. In a small percentage of cases, special engineering may be required to satisfy customers' needs. In a somewhat larger number of cases, special manufacturing is needed without special engineering. All the specials go different routes. It is also determined whether a product is made by this department or whether the order requires routing to the correct department. The majority of orders go into the standard pile and proceed immediately toward customer delivery. Although most is received in the first mail delivery, further orders are received through the day and there is a steady flow of telephone and telegraph orders.

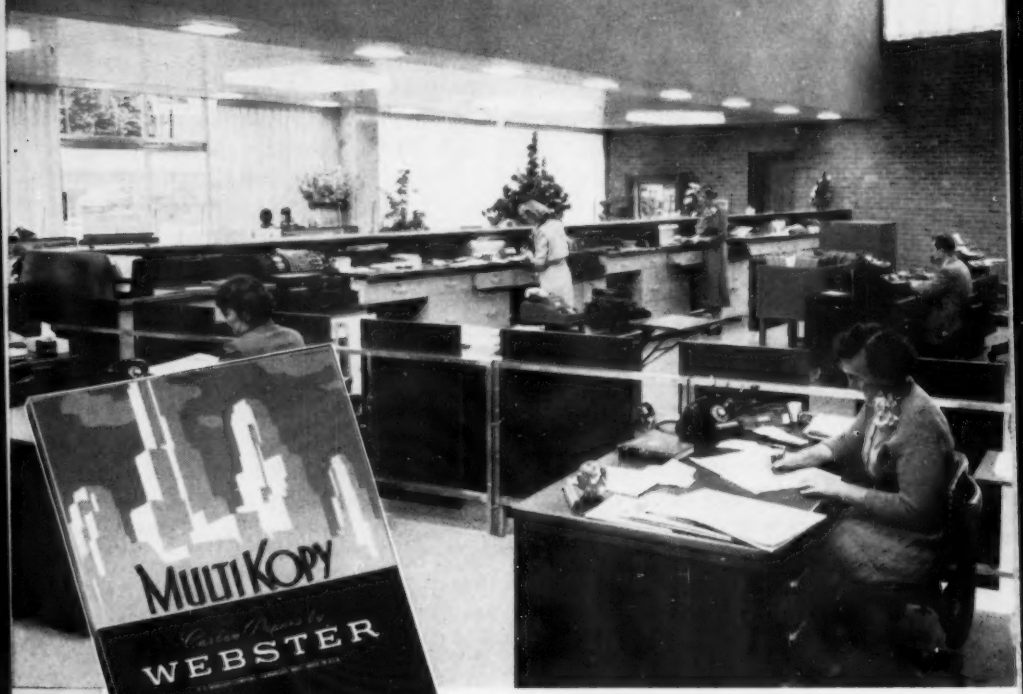
If the product is a standard warehouse item, the order is edited to assure that all correct information has been applied to assure proper handling. For example, information such as dis-



The order is edited.

Offices from coast-to-coast report:

The only thing you can't duplicate is WEBSTER QUALITY!



WEBSTER MULTIKOPY DURAMETRIC

Nothing saves expensive office paper, time and labor the way Webster MultiKopy Durametric does. It's the only carbon paper with the scaled edge that assures well-spaced letters, reports and memos on the first typing. This edge is also uncoated for cleaner carbon handling, cleaner letters and cleaner fingers. Webster MultiKopy Durametric stays flat even in extreme temperatures and is made of the finest materials to give superior performance and longer service. There are fourteen varieties of weights and finishes for every office need.

WEBSTER SILK STAR TYPEWRITER RIBBON

With Silk Star there are fewer ribbon changes, sharper impressions and longer service. Made of the finest silk so tightly woven that 18 yards fit the standard spool that holds only 12 yards of cotton. And it's so strong, it withstands the severe cutting action of type better and is actually 3 times longer wearing. Try it along with Webster MultiKopy Durametric.

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Webster Quality Duplicating Products

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CARBON PAPERS in eight grades
Typewriter, pencil, pen, transfer, blueprint, billing in scores of weights and finishes.

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for both spirit and hectograph duplicating processes.

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for most types of adding, accounting, tabulating and addressing machines.

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for Teletype, Autographic Register, Elliott-Fisher, and adding machines.

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ACCESSORIES
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AT LEADING STATIONERS EVERYWHERE

F. S. Webster Co., 8 Amherst Street, Cambridge 42, Mass.

For More Information Circle No. 302

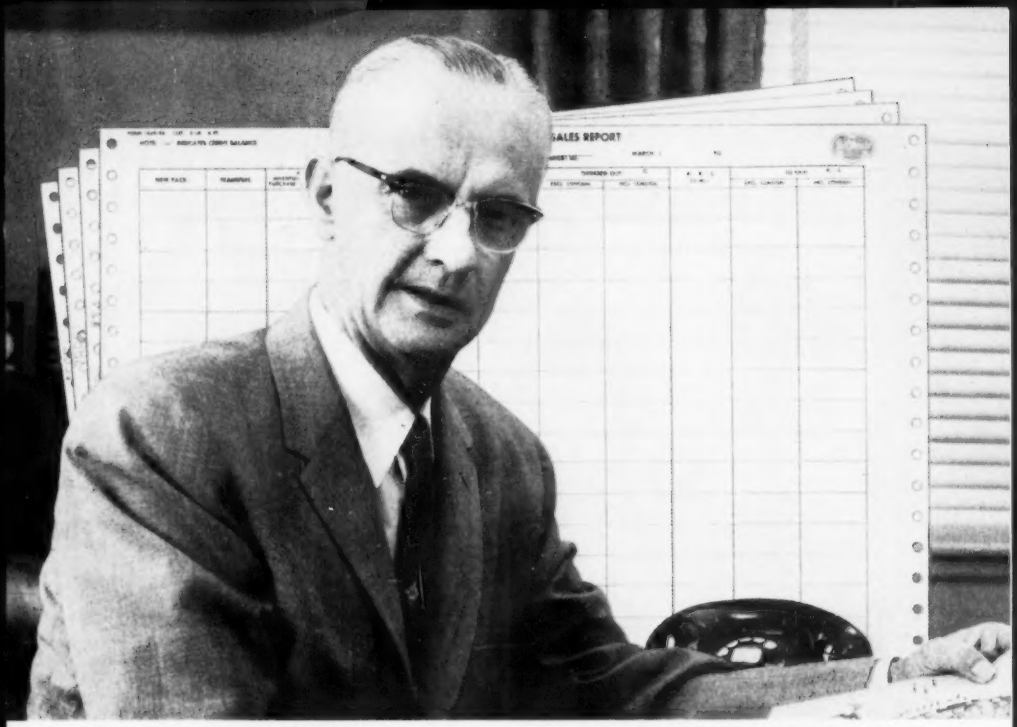
Item cards are pulled.

count, sales credit, collection method, etc., must appear. Next comes the inventory control check. This is a yes or no system, and the employee determines whether it is available in the warehouse or not. No manual posting occurs at this point or any other point in the system. Availability is controlled by flagging a tub file which is updated every day before processing starts. The actual determination of inventory position is a second-shift mechanized process, but for eight hours in each day we do not work from the same point of inventory. The flagging point in the file is placed at such a level that the probability is that inventory will not run out in any particular item that day if it has not been flagged. One specific protective rule is superimposed on our yes-no system: bump orders. Each flag carries on it a quantity which is considered a bump order quantity. If the order in hand calls for a larger quantity of the item than this bump order quantity, it is referred to an inventory analyst who makes a specific determination as to whether the order should be allowed to pass or whether special means be taken to provide sufficient material for the customer. In any instance where a flag is on the tub file for a particular device or part, any order calling for that flagged device or part is also reviewed by the inventory analyst after it has been brought to his attention by the availability clerk.

When the availability clerk determines that the order should be allowed to pass, she pulls a card known as the sixth or item card and fastens it to the order. After all the required item cards have been attached to the order, the order is passed to the assembly and checking station where all other cards are added to the order and the arrangement and accuracy of the cards, as pulled, is checked.

At the assembly and checking station, the cards pulled are: statistical card which provides space for all statistical information having to do with such things as customer reference number, district office, office receiving, and

Items are accumulated for shipment.



Wm. Herbert Carr, Vice President—Finance, California Packing Corporation

"Moore forms help us speed Del Monte sales forecasts"

CONTROL GIVES CALPAK MORE ACCURATE REPORTS SOONER TO MEET FAST MARKET CHANGES

With thousands of food items in their line, the California Packing Corporation (Del Monte) must have up-to-the-minute sales and inventory facts on each product. A new automated system makes possible complete *weekly* reports based on information from over 240 locations in the U. S., Canada and overseas.

Figures from plants and sales offices are fed into an IBM 650 Computer, which calculates total sales, unshipped orders, transfers and inventories. The magnetic tapes containing this information run through an IBM Tape Data Selector, which prints the complete Stock and Sales Report on specially designed Moore 4-part continuous forms. This is Calpak's control in print.

These are the benefits: Intermediate copying steps are eliminated. Errors are cut to a minimum. Correct marketing action can be taken faster to insure proper levels of stocks. More detailed market forecasts prevent loss of profit from under or over production during short packing seasons.

The Moore man can help in the scientific design of Automated Data Processing (ADP) systems and the forms tailored to them. For information on—and samples of—Moore-planned form systems, write the nearest Moore office.

MOORE BUSINESS FORMS, INC., Niagara Falls, N. Y.; Denton, Tex.; Emeryville, Calif. *Over 300 offices and factories throughout the U.S., Canada, Mexico, Caribbean, Central America.*

Build control with

MOORE BUSINESS FORMS

For More Information Circle No. 251

CUSTOMER REFERENCE NO. - CONTRACT NO. | G. E. REQUISITION NO.

RUSH RUSH 391000000 01 3 58

DATE REC'D	SOL'N C.	DEST.	TAX CODE	DEP. TAKING	DEP. REC.	PUNCH. CUST.	USER CUST.	M.L.S. AND INVOICE NO.	INVOICE DATE
10 09	1	3	11	30	391	25100	00000	00000	173- 00

CHARGE TO:
GOOD CUSTOMER
1001 MAIN ST
BIG TOWN ILL

SHIP TO:
GOOD CUSTOMER
1001 MAIN ST
BIG TOWN ILL

COLL.

MARK C 660

SHIPPED VIA

FROM BLOOMINGTON, ILL.

DATE SHIPPED SAME AS INVOICE DATE UNLESS OTHERWISE NOTED BELOW.

P.L.B.	STOCK LOC.	PP ITEM	QUAN.	CR. OR CAT. NO.	DESCRIPTION	UNIT PRICE	AMOUNT	TOT. COST
					DIS.LESS	40-10%		
	FAST	1	5	XYZ	STARTERS	10.00EA	27.00	
	FAST	2	10	ABC	MTR CONTROL	5.00EA	27.00	
				ILLINOIS TAX	2 1/2		1.35	
							55.35	

FILE COPY

GENERAL ELECTRIC

CO-261 T7

One of the 14 copies of the split seven-part invoice forms set.

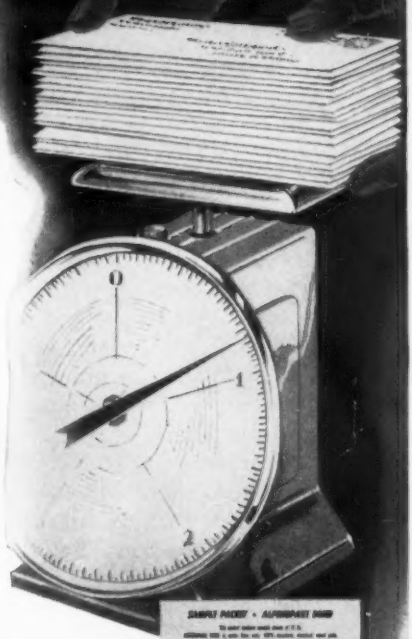
other information for management. This card carries a prepunched memo of shipment number. The second is the charge-to card which tells who should receive the bill. The third card tells where to ship the material. This is often the same as the second card and can be eliminated if the address is the same by a single punch in the second card. The fourth card tells the General Electric address to which the customer should make his remittance. The fifth is the discount card. The sixth card has already been explained above, however, there may be other uses for this card. For example, if the customer requires special marks on each item of the billing set, this is noted on the sixth

WHY PAY EXCESS POSTAGE FOR EXCESS WEIGHT OF PAPER?

use

ALPENOPAKE

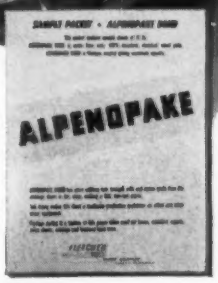
STURDY • OPAQUE • LIGHTWEIGHT



ALPENOPAKE—a tough, 12 pound, opaque sheet—was developed especially to replace heavier papers. ALPENOPAKE has built-in strength necessary for routine rough handling. It is titanium filled to insure opacity. Without compromising quality, its lightweight helps you save three ways: ***First,*** you save postage; ***Second,*** 12 pound ALPENOPAKE costs less per ream than regular bond papers in heavier weights; ***Third,*** you save at least 25% of usable filing space. ALPENOPAKE is available in brilliant white and six bright colors.

Other FLETCHER PAPERS: Alpena Manifold, Fletcher Manifold, Flecopake, Alpena Mimeo, Alpena Duplicator, Alpena Bond, Alpena Register Bond, Hi-Bulk Offset.

IT PAYS TO USE FLETCHER THIN PAPERS



● Samples will be supplied upon request.

FLETCHER PAPER COMPANY

20 NORTH WACKER • CHICAGO 6, ILLINOIS

Mill at ALPENA, MICHIGAN

For More Information Circle No. 214

Invoice sets are written by machine.

card. The seventh is the tax card. With the exception of the first and sixth cards, almost all the information is prepunched and in the tub files. On the final billing set, only about 20% of the information is punched specifically for the particular job. The remaining 80% is either tub filed or machine produced.

The next station is the key punch and verify station where we punch a good deal of information in the first card. The sixth card requires the quantity and item number to be punched. At this point we verify only what has been key punched, and not the cards pulled from tub files. Occasionally we must key punch and verify a "charge to" or "ship to" card because the customer places few orders with us during the year. Note that in the assembly and checking station we check the accuracy of the item cards pulled, and in the verifying station we check the accuracy of the cards punched. We verify, or check, work which has been done, but do not repeatedly recheck any work.

Important to the discussion of accuracy all item cards have prepunched: price, cost, profit and loss code, point of manufacture, and if necessary, other key information. This vital financial and control information is always available and accurate once the original accuracy has been assured.

As soon as a reasonable number of billing cards have been assembled, they are placed on the machines and bills are run. All the necessary steps for invoice preparation, shipping paper preparation or anything else which is relevant to the handling of the order, is written at this

(Continued on page 134)

Invoice copies and the machine prepared collection schedule are fastened together with a Staplex electric stapler and mailed to the proper collection district.

A Case of Good Management...

reduce sales costs

with the NEW Tufide "Flat-Top" CATALOG and SALES CASE

The new TUFIDE "Flat-Top" Catalog and Sales Case *costs less to buy* . . . and needs replacement far less frequently, so it *costs less to use!* Modern, box type construction and two expanding inside pockets allows full view and easy access of contents. Sturdy brass locks. LIFETIME Hardened Nylon one-piece Edge guaranteed not to break; holds case in perfect shape. See the TUFIDE "Flat-Top" Catalog and Sales Case at office supply, stationery and department stores.

Also available with inside modifications to meet your special requirements. Mail coupon for details.

LOOKS like leather...
FEELS like leather...
OUTWEARS leather 5 to 1...

UNCONDITIONALLY Guaranteed 5 Years!

Stebco (Since 1918)
Chicago 7, Illinois

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Please send FREE Circular on TUFIDE Business & Executive Cases.
☐ Check here if you have special requirements. (Attach a note explaining your needs and quantity of cases desired.)
Your Name .....
Company Name .....
Company Address .....
City & Zone ..... State .....

Come to our room at the N.S.O.E.A. Show — Conrad Hilton Hotel, Chicago — Sept. 27-Oct. 1 — and arrange for free transportation to visit our factory showroom and see our complete line.

For More Information Circle No. 429

13th Annual NBFA Meeting In Hot Springs

THE CONTINUAL GROWTH of the National Business Forms Associates during the last 13 years is reflected in the program of their annual convention which opens September 29 at the Arlington Hotel, Hot Springs National Park, Ark. This organization now has active chapters in 125 cities in the U.S., Hawaii, Puerto Rico and Cuba. The expanding services offered to member firms assures continuing growth under the leadership of the organization's officers and directors who have planned an important program for the convention this month.

On Monday the 29th, William Charlton, manager of the data processing

Arlington Hotel, Hot Springs National Park, Ark., site of NBFA meeting this month.

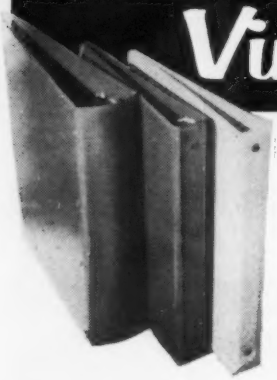
Olivetti offers unique machines, such as the *only* high-speed calculators that print, the *only* printing calculator with dual-registers, the *only* manual typewriter with proportional spacing . . . one of the most complete lines (18 office machines) to choose from . . . a 50-year record of reliability, with 3,000,000 typewriters and 700,000 calculators sold. For information, write Olivetti Corporation of America, 375 Park Avenue, New York 22, New York.

The Olivetti Divisumma 24 is a high-speed single-keyboard printing calculator with automatic constant and memory.

For More Information Circle No. 213

VIVID . . . DURABLE . . . QUALITY-BUILT

Vinyl



Electronically Sealed Ring Binders

Again General Loose Leaf steps out to lead the field in the finest attractively priced VINYL Ring Binders on the market. A host of vivid handsome colors with covers and lining of top quality Virgin Vinyl French Calf Finish are offered. These binders are ideal for silk screening, foil stamping, or electronic embossing. General also offers a creative graphic design service for binders requiring a distinctive look.

Write or phone for our new illustrated catalog.
See you at the NSOEA convention in booth #171
Sept. 27, 28, 29

General loose leaf bindery co., inc.
729 SOUTH DEARBORN STREET • HArrison 7-7312 • CHICAGO 5, ILL.
For More Information Circle No. 431

WHEN YOU MOVE don't miss an issue of THE OFFICE. Send your change of address at least one month in advance. Be sure to supply both your old and your new address.

division of Curtis Publishing Co., Philadelphia, will discuss forms systems for use on high speed tabulating and data processing equipment. The application of creative thinking in the sale of business forms systems will be the subject of a talk by Dr. G. Herbert True, assistant professor of marketing, University of Notre Dame, and vice president of the Institute of Visual Research, South Bend, Ind.

E. W. Fireoved
NBFA President

Monday afternoon will be devoted to a round table systems forum at which Victor Snyder of Bonnar-Vawter, Inc., New York, will relate the story of Fanform systems designed for use on tabulating machines. In the evening, the joint manufacturers' committee, under chairmanship of Charles Long, International Business Forms, Inc., Little Rock, Ark., will present their seventh annual entertainment program.

On Tuesday morning, September 30, the round table systems forum will feature a presentation by W. Mason Beekley, Business Forms, Inc., West Hartford, Conn., whose subject will be edge punched card and form systems. The annual NBFA golf tournament will be held Tuesday afternoon under the chairmanship of Charles Tingle of Indianapolis.

How to plan a profitable dealer operation will be described by Ross Thompson, Consolidated Business Forms Co.,

Now all our girls

know how to use the Tickometer!

An office manager reports: "The Tickometer is such a help I decided all our girls should know how to operate it . . . Now they all use it to count and mark customers' orders, bills, complaints, cancellations; and to count and date customer bill stubs, count and endorse checks for deposit. We save hours every day."

The Tickometer imprints, dates, codes, cancels most anything from a ticket stub to a ledger sheet—eight times faster than by hand. And it counts as it stamps. It does in minutes jobs that take hours manually—speeds range from 400 to 1,000 items a minute. And it's so accurate, banks use it to count currency.

Even when used only for a few minutes at a time, the Tickometer still shows important savings—brings extra convenience and efficiency to many departments.

It feeds automatically, stops for damaged items; is easy to set and operate; can be set for predetermined counts and registers partial amounts or totals. With optional accessories it signs checks, does consecutive numbering.

You can rent or buy a Tickometer. Ask the nearest PB office to show what the Tickometer can do. Or send coupon for free illustrated booklet and case studies.

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TICKOMETER

Counting & Imprinting Machine

Made by the originator of the postage meter . . . offices in 107 cities in U.S. and Canada.

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Send free Tickometer booklet and case studies

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*Address*_____

For More Information Circle No. 334

Pittsburgh, on Wednesday, October 1. M. H. Krueger and G. R. Bruce Walker of C. E. Sheppard Co., Long Island City, N. Y., will describe pegboard accounting systems and their applications.

During the three-day meeting, seminars will be held for salesmen of NBFA member companies. The convention will close with the annual banquet on Wednesday evening.

Some 38 major forms suppliers will attend the meeting. These manufacturers, all experienced in the production of forms systems and related products, have a keen interest in bettering clerical methods and simplifying paperwork. They should receive a fresh and positive approach to their increasing production problems, brought about by the constantly expanding forms market.

NEW BOOKS

(Continued from page 40)

INDEX OF PHOTOGRAPHIC MATERIALS FOR REPRODUCTION. Assn. of Photo Sensitizers, 51 East 57th St., New York 22, 48 pp., $1.

Lists silver sensitized papers, films and cloths according to speed, type of emulsion, base, color, etc.

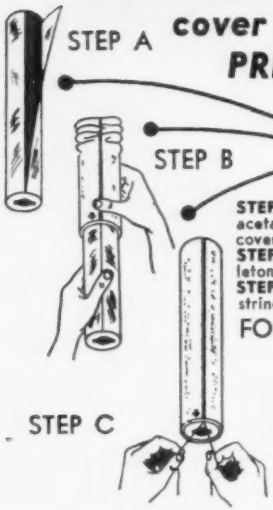
THE PRESIDENT'S GUIDE. Prentice-Hall, Inc. Englewood Cliffs, N. J., 1200 pp., $35.

The result of three years' work by the publishers' entire editorial staff, this book raises the how-to-do-it approach from the basement workroom to the executive suite. Written for the company head, it covers seven important areas of business and tells him in detail: how to get more work from his employees, how to get more money from his company, how to raise cash for his company, how to slash his personal tax

MULTILITH OPERATORS

NOW YOU CAN CUT COSTS up to 50%

cover your own dampening rolls with PRESEWN TRI-MOL molleton covers



IN 5 to 10 MINUTES ANYONE IN YOUR OFFICE can put on their own dampening roll TRI-MOL Molleton covers. It's as easy as A-B-C (see illustrated steps at left). Send in your order today or write for more information.

STEP A — Wrap acetate (sent with cover) around roller
STEP B—Slide TRI-MOL Molleton cover (as shown) onto roller.
STEP C — Tie ends and cut excess string THAT'S ALL THERE IS TO DO!

FOR ALL MULTILITH & DAVIDSON PRESSES

For further information, write:

ROLL-O-GRAPHIC CORP.
133 Prince St., New York, N. Y.

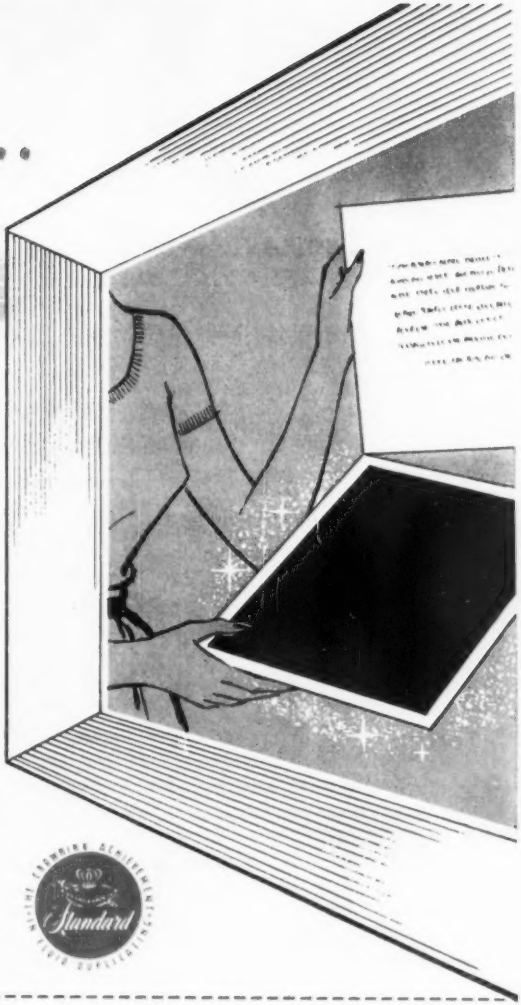
DEALERS AND DISTRIBUTORS INQUIRIES INVITED

For More Information Circle No. 352

At Last...

THE MIRACLE OF CLEANLINESS IN MIRACLEAN

A CLEAN HECTO CARBON MASTER UNIT BY *Standard*



You are invited to try a free sample Standard Miraclean Carbon Master Unit. Here for the first time is a unit in purple or black with a clean edge on all four sides. You might call it a picture frame unit, framed all around by clean paper. There is no exposed carbon edge, no carbon dust to transfer stains when an operator handles the unit.

Standard Miraclean Carbon Units offer all the advantages of the spirit process. They work on all fluid duplicating machines. For new esprit de corps in your duplicating department, you'll want Standard Miraclean. Send the coupon for a free sample and see for yourself.

STANDARD DUPLICATING MACHINES CORP., Everett 49, Mass.

☐ Please send free trial sample Miraclean Purple Unit.
☐ We are especially interested in a sample of black.

Name _____

Street _____

City _____

State _____

For More Information Circle No. 264

Milwaukee's

METAL-LUX CLERICAL POSTURE CHAIRS

now with **PERMO-PLASTIC base**

at little more than a tubular steel base

Model M-50PB

new beauty Here's the "New Look" by MILWAUKEE, in three exceptional clerical posture chairs, featuring the exclusive PERMO-PLASTIC base. The one-piece molded base adds a new, clean, streamlined beauty to the lines of these outstanding chairs...

new durability Check these fine advantages: no scuffing possible...no screws, bolts, nuts, rivets, or metal reinforcement required...nothing to come loose. Here, truly, is new perfection in clerical posture chairs...exclusive with MILWAUKEE...offering you a new, more profitable selling opportunity.

write for complete details now

there is nothing finer in office chairs

Model M-20PB

Model M-25PB

SEE US AT
ROOMS 652A AND 654A
AT THE NSOEA CONVENTION

MILWAUKEE METAL FURNITURE COMPANY, Not Inc.

101 N. Campbell Ave., Chicago 12, Illinois

For More Information Circle No. 212

bill, how to boost profits by cutting costs, how to develop new products and markets, and how to handle the question of corporate procedure.

BUSINESS LAW by William R. Bandy, Eugene W. Nelson & Tannell A. Shadid. Allyn & Bacon, Inc., 41 Mount Vernon St., Boston 8, 858 pp., $7.95.

The authors approach the subject of business law from the proposition that businessmen are interested in preventive rather than curative law. They give extensive coverage to contracts, sales, security transactions, negotiable instruments, agency, employment and labor relations, real property, and business organizations. Actual cases illustrate legal points.

DRAWING FOR GOOD REPRODUCTION by Arthur H. Rau. National Assn. of Blueprint & Diazotype Coaters, 1757 K St., N.W., Washington 6, D. C., 32 pp., $1.

To improve the quality of copies made of engineering drawings, an analysis of drafting techniques was made and some of the findings appear in this manual which stresses the importance of good draftsmanship and suggests techniques for improving reproduction. Covered are such subjects as the essential elements of good reproducible documents and how to prolong their useful life.

COMPTOMETER COURSE FOR BUSINESS TRAINING. Education Div., Comptometer Corp., 1724 N. Paulina St., Chicago 22, hard cover $2.60, workbook style $1.60; teacher's key and tests, $1.20.

A Comptometer course of instruction which takes into consideration the wide variation in the amount of time devoted to Comptometer training in various high schools. It is arranged so that the basic elements may be given in ten classroom periods, yet it is flexible enough to accommodate classes offering a full semester of Comptometer instruction. Minimum instructional supervision is necessary.

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GENUINE ENGRAVED LETTERHEADS $15.00 FOR 1000
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500 $11 • 1000 $15
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CLIP YOUR LETTERHEAD TO THIS AD... MAIL FOR FREE PROOF
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807 SO. 20th ST., BIRMINGHAM 5, ALABAMA
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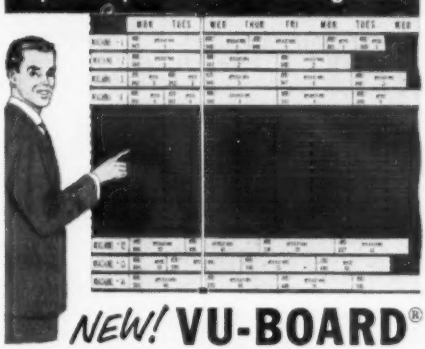
Spot and prevent trouble at a glance

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DELUXE

VERTI-FILE

the new, accepted system for filing active records

One of the truly modern advances in office procedures is that of open shelf filing. By taking advantage of such progressive techniques as terminal digit filing, more active records can be kept in less space than ever before possible. With the Deluxe Verti-file, you not only save floor space, but your cost per filing inch is only one-third the cost of conventional drawer files.

LOOK AT THE ADVANTAGES OF OPEN SHELF FILING

- Saves 66⅔% of the cost of standard drawer files
- 100% increase in file capacity
- Unlimited visibility and accessibility to files.
- Saves up to 60% in valuable floor space
- Reduces the number of file clerks usually required
- Wide use in commercial-institutional and industrial offices
- Reduces employee fatigue and increases filing accuracy
- Faster, more efficient filing—less walking, no drawers to open
- No need for step stools—easily accessible

VERTI-FILE CONSTRUCTION FEATURES AND DIMENSIONS

- Free standing—Rigid—Complete
- Shelves and dividers can be easily adjusted without tools
- Complete cabinet structure affords maximum folio protection
- CHEM-A-COTE baked-on enamel finish
- Bottom shelf 6″ off floor, protects folios from wet mopping
- 36″ wide, 91″ high, 14″ deep • Net weight: 200 lbs.
- Capacity: 247 filing inches

FREE MAIL CARD TODAY FOR BROCHURE ON VERTI-FILE

DELUXE METAL FURNITURE COMPANY

WARREN, PA. • *A Division of the Royal Metal Mfg. Co.*

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GENTLEMEN: Please rush to me without obligation your Verti-File Catalog V416. I am interested in learning how Verti-File can step up the efficiency of our active filing records.

NAME TITLE

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CITY STATE

SAVE 60% in FLOOR SPACE with

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VERTI-FILE

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

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FIRST CLASS PERMIT NO. 278 WARREN, PA.

DELUXE METAL FURNITURE CO.
STRUTHERS STREET
WARREN, PA.

VERTI-FILE with doors for finished appearance and security

Only Verti-File has security type doors

To your specifications Verti-file may be ordered with from one to seven doors per section. These doors may be ordered with or without locks and the locks can be keyed alike or differently. Verti-file doors are disappearing type.

Doors may be added to existing 7-shelf Verti-file sections at any time and can be ordered separately.

Verti-file dimensions (per section):

- 36" wide, 91" high, 14" deep
- Capacity: 247 filing inches
- Weight: 195 lbs. plus 10 lbs. for each door ordered

8-SHELF VERTI-FILE

Constructed with same features as standard Verti-file dimensions. Sold only without doors.

- 91" high, 36" wide, 14" deep, 2" base
- Capacity: 282 filing inches per unit
- Weight: 210 lbs.
- 8-shelf openings on 11" centers

5-SHELF VERTI-FILE

For use in modular office partitioning or in smaller offices. 35% more filing space than standard 5-drawer files. Available with or without doors.

- 67" high, 36" wide, 14" deep, 6" base
- Capacity: 176 filing inches
- 5 shelf openings

LEGAL SIZE VERTI-FILE • 17½" DEEP

THREE STYLES

- 91" high—8 openings
- 91" high—7 openings (doors optional)
- 67" high—5 openings (doors optional)

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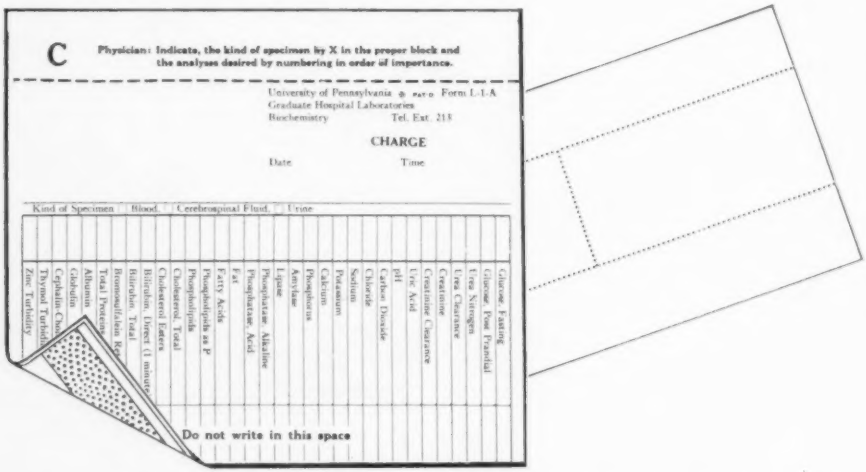
Hospital Lab Form Saves Time and Prevents Mistakes

ALDEN E. CALKINS, Business Forms Institute, Greenwich, Conn.

THE DILIGENCE required to keep forms up to date and to realize, periodically, that they may need steady revision to fulfill the latest demands made on them, is illustrated in this case history of the Graduate Hospital, Philadelphia, and a form developed by Stephen Greene Co., of the same city. Several years ago, the hospital was writing long individual reports for the office charge, the physician, the patient and the laboratory. This was a laborious process, so a three-part 5½″ by 5½″ form was developed to provide carbon copies for the lab, patient and office. The physician signed the form.

The next refinement of this form was a re-designed job using an addressplate cut for every patient. The form was then filled out faster and easier by using an addressing machine. However, it was found that the laboratory was


C

Physician: Indicate, the kind of specimen by X in the proper block and the analyses desired by numbering in order of importance.

University of Pennsylvania Form L-1-A
Graduate Hospital Laboratories
Biochemistry Tel. Ext. 213

CHARGE

Date Time

Kind of Specimen Blood Cerebrospinal Fluid Urine

Zinc Turbidity
Thymol Turbidity
Cephalin Cholesterol
Globulin
Albumin
Total Proteins
Bromsulfalein Ret.
Bilirubin, Total
Bilirubin, Direct (1 minute)
Cholesterol, Total
Cholesterol Esters
Phospholipids
Phospholipids as P
Fatty Acids
Fat
Phosphatase, Acid
Phosphatase, Alkaline
Lipase
Amylase
Phosphorus
Calcium
Potassium
Sodium
Chloride
Carbon Dioxide
pH
Uric Acid
Creatinine Clearance
Creatinine
Urea Clearance
Urea Nitrogen
Glucose, Post Prandial
Glucose, Fasting

Do not write in this space

The lower strip of this form's third part is backed with pressure sensitive tape so that the lab's report can be affixed to the patient's chart with which the ruling aligns. The fourth part (at right) is gummed and perforated for labeling laboratory test tubes.

For More Information Circle No. 191 →

attaching a slip of paper containing the patient's name and other pertinent information to its test tube with a rubber band. These important slips became lost so frequently that the material in the test tubes was often of little or no value, requiring further testing.

This trouble was successfully eliminated by adding a short piece of gummed stock as a fourth part of the form, with blue carbon paper that would produce a fully legible copy when used in an addressing machine. The gummed paper with the patient's name and other information was firmly adhered to the test tube and never lost.

Still not wholly satisfied, further checking was done by the forms producer and the hospital authorities. They found that after all tests were made, nurses would transcribe pertinent information on the patient's chart. This required much time and the task was conducive to several degrees of error. As these, potentially, might prove damaging, further studies were conducted.

The basic form was again re-designed so that the laboratory reports were printed along the bottom of the form to exactly match the patient's report chart. A perforation along the bottom of the form enabled this section to be removed. Affixed to the back of this set was a pressure sensitive tape, placed there by careful collating, so that when this section at the bottom was removed and the tape's covering peeled off, the strips with the lab reports could be firmly attached to the patient's chart in the proper place. This eliminated the laborious transcription of data and greatly reduced the possibility of error.

Stop Searching!

the widest selection of

TRANSLUCENT MASTER PAPERS *for* **WHITE PRINTING**

is now available from **ONE SOURCE**

White printing is one of the most popular *direct* copy methods in use to simplify invoicing, shipping, accounting, production, purchasing, inventory, etc. To produce clear copies (at the desired speed), each application requires the careful selection of the *correct* translucent original papers. The already famous Pata-Trace translucent line of papers has recently been supplemented with the Masta-Trace group of translucent originals, providing business and industry with the widest selection of papers with these *plus* features.

13 lb. (bond weight) to card stock (heavy ledger)
All sulphite to 100% rag • Translucent to transparent
Single or two process • Medium to highest printing speeds

it pays to investigate
write for brochure and samples.

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METUCHEN, NEW JERSEY

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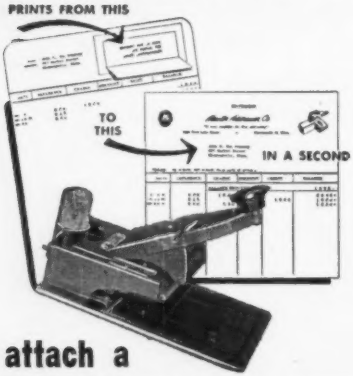
NOW YOU CAN ADDRESS MONTHLY STATEMENTS IN 1/3 THE TIME . . .



attach a PRESS-ON MASTER PATCH to your ledger cards!

SAVES YOU TIME! Reduces statement addressing in the average office up to 66%.

PREVENTS ERRORS! Eliminates wrong addresses, transpositions of characters, misspelling, etc.

ENABLES YOUR LEDGER CARDS TO WRITE! In addition to heading statements and collection notices you can also address direct mail, service follow-ups, shipping labels, bills of lading and other office forms . . . all from your ledger card file.

AS EASY AS "1, 2, 3"

- **Just type the name and address ONCE on the PRESS-ON MASTER PATCH.** They're easily prepared in an ordinary typewriter . . . no special equipment required.
- **Attach the adhesive backed MASTER PATCH to your ledger card.** They press-on instantly . . . to existing records of any size or shape . . . no need to change your present accounting system.
- **Address statements, month after month from your ledger card . . . Automatically!**

PRINT WITH THE MODEL 60 *Master Addresser* | MACHINE COMPLETE WITH SUPPLIES FOR 500 ACCOUNTS $70.00 Plus Fed. Exc. Tax

MASTER ADDRESSER COMPANY

6500-0 West Lake St. • Minneapolis, Minn.

For More Information Circle No. 350

Service Invoicing

(Continued from page 84)

dressograph machine with a Standard Register Form-Flow feeding device which insures continuous, accurate feeding and alignment and exact registration of the Kant-Slip copies. The addressing machine numbers the forms progressively and prints the address of the branch office from which service is to be rendered. A record is kept of the numbers assigned. After numbering, the forms are put through a Standard Register Universal Burster which separates them into unit sets. Both the addressing and bursting machines are operated by one girl.

The unit sets are broken up into groups of 25, the numbers running consecutively. Each group is stapled together with a wrap-around cover. This operation is simplified by the fact that the third copy of the form is slightly longer than the others and, by running it through an automatic stapling machine together with the wrap-around cover, the sets are clipped together with a minimum of difficulty.

The forms sets are then sent to the district or branch office where they are distributed to the service men. After completion of a maintenance call, the service man fills out the form (which is a standard invoice containing terms, parts used, description of parts replaced or work done, serial numbers, quantity, and costs plus other pertinent invoicing information) and presents it to the customer for signature. The first two copies are then pulled; the original is left with the customer as his invoice

NEW FREE CATALOG DETAILS MONEY-SAVING, TIME-SAVING BENEFITS OF STEEL STORAGE FILES

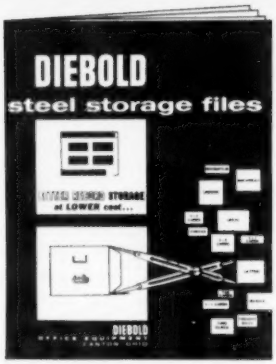
Describes files for every Record — Tab Cards, Microfilm, Checks, Letters, Cards, Invoices

Every firm with a record storage problem can realize important benefits outlined in a new Diebold catalog that details on-the-job savings many offices are now enjoying through the use of Diebold Steel Storage Files.

Covering the complete range of record storage needs—whether it be microfilm, tab cards, documents, letters, invoices or other commonly used forms—the Diebold catalog pictures the Diebold way to better record storage at lower cost.

Use the coupon below to send for your free copy of this catalog now . . . you'll find it helpful, useful and profitable.

DIEBOLD
OFFICE EQUIPMENT



Going to N.S.O.E.A. Convention? See Diebold at Booth M 88.

DIEBOLD INCORPORATED
Dept. OE-124
CANTON, OHIO

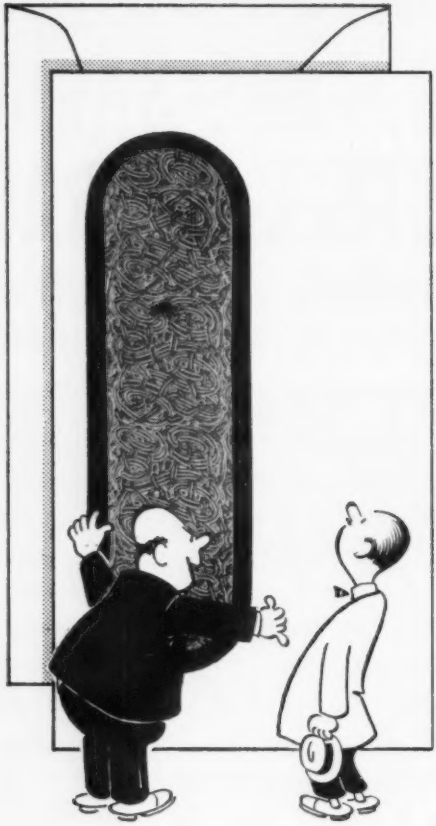
Please send me the new Diebold catalog on Steel Storage Files.

Name _____

Address _____

City _____ Zone ____ State _____

For More Information Circle No. 308



"This window envelope commands attention wherever it goes . . ."

When the letters pour out of the mail-bag, this envelope gets prompt attention. Why? Because the *framed* window signals important business — such as *a check or an invoice inside.*

It's a First Class Mail envelope in every respect. The window is an integral portion of the envelope face, rendered transparent. That's why we call it the Mono Outlook® Window Envelope. Being all one piece of paper — no hole or patch — they're perfect for inserting by hand or by machine.

Mono Outlook Window Envelopes are available through your envelope supplier in 12 convenient sizes.

For further information and a copy of our free Envelope Selector Chart, please pin this ad to your letterhead and send it to Advertising and Sales Promotion Department.

O-6

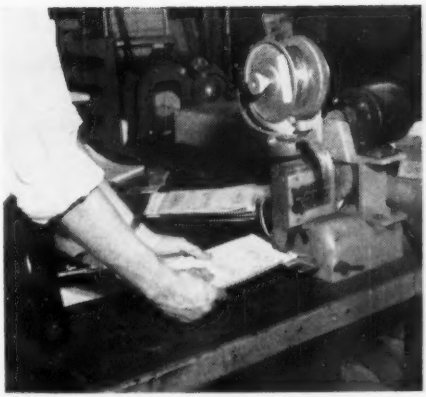
UNITED STATES ENVELOPE COMPANY

Springfield 2, Massachusetts . . . 15 Divisions from Coast to Coast. U.S.E. makes more envelopes for more people to use in more ways than any other manufacturer in the world. Also Paper Cups, Transparent Containers and Linweave Quality Papers and Envelopes.

For More Information Circle No. 239

and the second is retained for routing to the accounting department at Bridgeport. The third copy, stapled to the book, remains as a district or branch copy. As the first two copies are pulled out of the book by the service man, the one-time carbon between copies is removed automatically without handling.

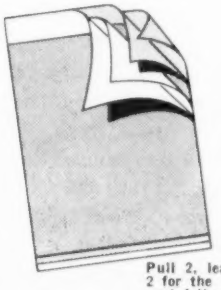
Formerly, when a request for forms was received by the Bridgeport office, the unnumbered forms were sent to a job printer for numbering and imprinting of the sales and service office address. It was necessary for the printer to accumulate a fairly large order before going ahead. This time lag often meant a wait of from 30 to 90 days before the branch office received the numbered forms. If the branch office needed the forms quickly, there was an exchange of telegrams and letters which



Groups of 25 unit invoice sets are stitched into a wrap-around cover.

often didn't appreciably speed-up the operation. The costs of these telegrams and extra correspondence weren't taken into consideration when the "more than $2500" a year savings was accounted

because we have been successful manufacturers of ONE-TIME Carbon Forms and are now in our 71st year,



Pull 2, leave 2 for the next letter

WE KNOW our Thrifty Letter and Business Forms can Save your company Time and Money. To prove our statement, we should like to send you a packet of 25 Letter Forms free of charge. Have your secretary try them out for some of your correspondence. Then get her favorable reaction.

We will include a price list for both the Thrifty Letter and Business forms for your anticipated order.

HARDING and HARDING

Printers for Three Generations

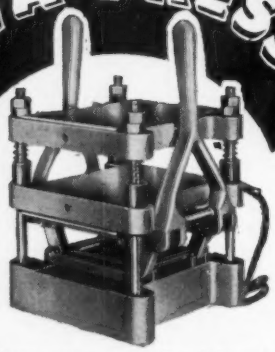
457 West Broadway
New York 12, New York
GRamercy 5-3477

For More Information Circle No. 430

NOW YOU CAN MAKE

RUBBER { PRINTING PLATES STAMPS

IN YOUR OWN OFFICE
WITH A HANDY *"Utility"*
EVA-PRESS



There are no costly delays checking proofs, waiting for deliveries of rubber stamps or printing plates when you own an EVA-PRESS. Anyone can easily operate it by following the simple step-by-step instructions.

- **PERFECT** impressions for every type of office printing . . . forms, postcards, business reply envelopes, address stickers, etc.
- **MAKES** up to 4" x 6" rubber plates and stamps cleanly, quickly, economically.
- **PLUGS INTO** 110 volts ordinary AC light socket . . . also available for DC current.
- **TAKES UP** less than two square feet on floor, table, or bench area.

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Complete Presses From $200.00

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Please send details of your 60 DAY FREE TRIAL OFFER

Name _____

Address _____

City _____ State _____

For More Information Circle No. 405

for by the new system. Previously when the forms were received by the branch office, there was no interleaved carbon in the booklets and the service man had to hand insert carbon paper. The new system has more flexibility at less cost. An order for three-part forms, received in the morning, is usually sent out the same day.

Order-Ship-Bill System

(Continued from page 118)

one point. The invoice is a seven-part form. By the means of split wiring on the IBM 407, a total of 14 copies are available in the one writing.

Two IBM 604 passes and two IBM 407 passes are made before the bills are released to the next station. The two 604 passes are required because of the amount of calculation and control punching necessary. The first 407 pass completes the writing of the bill including the summary punching of an invoice summary card. The second 407 pass is very quick, simply totaling the summary punched cards for use as a balance against the total of invoices run. This accuracy assures the balance of all statistics necessary to operate the order, ship and billing system.

The memo of shipment number, having been punched in all cards, is used as an invoice number and a control number. This permits us always to reconstruct the work that has been done, should it become necessary.

Three other machine passes occur after the bills have passed down the line. Immediately after the bills are released, another pass of the same cards is made to summary punch an item summary

WHEN ORDERING CALENDAR BASES OR REFILLS

SPECIFY EVER READY BECAUSE:

CHOICE OF BASE COLORS:

To keep pace with the trend to color in office decoration, all popular Ever Ready base models are now available in Walnut, Grey, Mist Green and Desert Sand.

FAMOUS KEY-HOLE SLOT:

Permits easy and quick removal of old page stubs. Simply loosen, not remove, top plate studs, lift off top plate, pull out page stubs and the job is done.

PATENTED SNAP-ON ARCH:

Biggest improvement in calenders in years. A light press on the arch and the pad is securely locked in place. A light squeeze of the spring and the arch is released.

TRIM BASE DESIGN:

The Ever Ready base is so well balanced in design that it is just as "at home" in the smartest inner-office setting as in the busiest outer office.

CHOICE OF PAGE STYLES:

Three page styles are available for all Ever Ready 5"x8" bases. There is a Regular Pad, an Appointment Pad, and a Three-Months Head Pad.

FINGER-TIP REFERENCES:

Pads include tables of Weights and Measures, How To Compute Gross Profit, Rules for Computing Interest, a Fifteen Year Calendar, and other handy references.

QUALITY BOND PAPER:

All pads are printed in two colors on a high grade bond paper for fast, smooth writing with any kind of writing instrument. Printing is sharp and clear.

MYLAR-WRAPPED REFILLS:

Ever Ready's new, Mylar-wrapped refills protect the pages from soil and damage. Page styles and drilling are visible at a glance.

Telephone your local Ever Ready dealer for quotations on quantity purchases. If none is listed, write us for the name of a dependable dealer in your vicinity. No obligation, of course.

The EVER READY Calendar

EVER READY CALENDAR MANUFACTURING CO.
150 BAY STREET • JERSEY CITY, NEW JERSEY

For More Information Circle No. 314

card which is a statistical order-taking card. This is done on the 407 and is balanced against the invoice summary total, not individually against the invoice summary cards because they too have passed down the line with the orders.

Before the day is over, two passes also occur through the 514. The first is to make sales cards for the open sales file of each item we plan to ship. These are made from the order cards. The second pass through the 514 is made to produce inventory summary cards which are one of the basis for updating and correcting the inventory flagging mentioned earlier.

Had it been determined in the availability tub files that we would be unable to ship the material required by the customer, a promise date of shipment would be punched as well as the quantity required. This promise date is included in the running of the bills so that, simultaneously with the shipment of the available material and the rendering of the memo of shipment, the customer receives a complete story on his order including our shipment of available items and our promise to ship unavailable ones.

As stated above, price, cost and other things are in the sixth item card. Should we have an item which we cannot ship at this time,

Force COLUMBIA

eases tired eyes ...cuts errors!

This automatic numbering machine prints big 3/8" high figures on filing jackets, time cards, job envelopes, drawings, etc. Saves eyesight of young and old alike and reduces errors, too! 6 or 7-wheel capacity . . . consecutive, duplicate, repeat action.

3/8" DEEP CUT NUMBERS

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Please send a Venus Velvet ball *PEN*•cil sample to me at no obligation.

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and a promise is made, the unit price is not shown on the bill nor in the total value of the invoice. In its place is shown the promise date of shipment. However, price information is summary punched into the orders-received card for the purpose of taking orders. Therefore all orders received information is available at this early point.

As soon as the bills are run and balanced, they are burst into various parts which are sent where needed. If the billing set consists solely of warehouse-available items and it is a standard, non-emergency order, all copies go directly to the warehouse for accumulation and shipment. Should special situations require us to inform the district, the customer or any other individual of anticipated shipment or inability to ship, extra copies are in the set for this purpose. Wherever a telegraph confirmation is necessary, we issue it at this point.

Speed of processing is a continuing concern to us. Although mail is received early in the morning, it continues to flow in throughout the day along with a volume of telephone calls and telegrams requesting immediate shipment of material. To better serve this continued influx of orders and better balance the full workload, an entire second shift bursting and mailing operation works from 3:30 p.m. until midnight. These employees are not fully occupied by this activity and usually complete this work not later than 7 p.m. The rest of their working schedule is devoted to other tasks. Therefore, the office processing of orders extends from 7 a.m. until midnight, with the

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chief emphasis from 7 a.m. to 7 p.m. The heavy input on Monday is handled by balancing personnel and tasks, not in the direct line of customer service, away from Monday and then catching up on them Tuesday.

Throughout the day and into the early evening, orders are sent to the warehouse for accumulation. Also shown on the bill, coming automatically from the sixth item card, is the warehouse location of the material. This permits rapid distribution to the proper warehouse location. In most cases the material was packed in advance in a shipping carton. Whenever the customer wishes only a quantity of one, this box is sufficient for shipping. This occurs frequently especially when the item is large. In many cases, the customer wishes more than one of an item, or more types of items than one on an order, overpacking is necessary to place the lot in one container which is shipped according to weight by parcel post or truck unless the customer requests special routing. The date of shipment on the bill is confirmed so that it may be recorded on any document necessary. Any method of shipment other than parcel post is noted. Packing and shipping is a two-shift operation, 7 a.m. to midnight.

The billing department receives invoice sets at frequent intervals from the shipping area, separates and mails all required memos of shipment and invoices. Here again the extra copies provided may be used if a customer requires more than the minimum amount.

If a special method of transportation has been requested, the billing opera-

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Quiet Teletypes, Flexowriters, and Key Punches

Now you can control NOISE "at its source" for the benefit of operators and people in the surrounding area.
Acoustinets "BLANKET OUT" the sharp metallic vibrations and the NEW SOUND level makes working PLEASANT again.
We GUARANTEE it . . . . . may we prove it to you?

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NEW MOSLER REVO-FILE gives you accounts receivable fast . . . obsoletes all other card files

No fall out! Exclusive patented Revo-File belt keeps cards perfectly in place, protects against wear.

No attachments! No hole punching! Cards not attached to drum. Just drop your present cards into Revo-File.

No effort! Cards come to clerks with spin of drum. Revo-File available in manual and automatic electric models.

New Mosler Revo-File is the *unique* rotary active-card file. It's the *only* rotary card file that: cuts reference time to 1½ seconds; contains 5 times as many cards as other systems hold in the same space; reduces all finding locations to just one; eliminates changeover costs. Now there's no more tugging, toting, flap-flipping or pulling...Revo-File is *modern*...clerks work while comfortably seated. And remember, one quick spin of the Revo-File drum gives you *the* card you want...in just 1½ seconds. For further information, send coupon today.

NEW **MOSLER** REVO-FILE

...the modern rotary card file...another fine product of The Mosler Safe Co., 320 Fifth Avenue, New York 1, N.Y.

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REVO-FILE DIVISION
THE MOSLER SAFE CO.
Department O-958,
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Gentlemen: I have 2,500 or more cards and–

☐ I am interested in additional information on Mosler Revo-File.

☐ I am interested in a free 30-day office trial of Mosler Revo-File.

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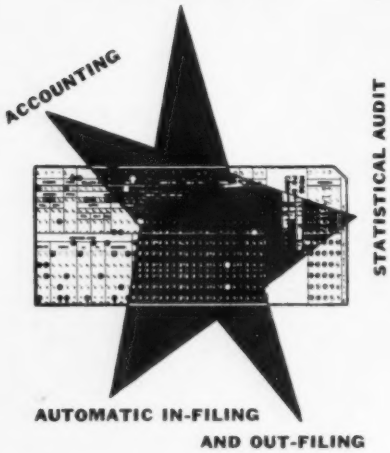
ADDRESSING



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FOR ADDRESS-MASTERS

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Scriptomatic uses CARD masters (IBM, Remington-Rand, Samas, or ledger or index) to address directly to tape, wrappers, envelopes, booklets, on *one* machine. There's no limit to the versatility of punched card Scriptomatic masters for automatic in-filing, extraction and electronic sensing, for matching, sorting, etc.

Write for File
"Scriptomatic Methods"

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Scriptomatic ®

S-703R

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tion adds the cost to the total of the bill. This extra cost has already been noted by the shipping department so the process is rapid. Having sent the invoices to the customer, and shipment memos and invoice copies to the district and others interested, the collection copy of the sets are sorted by General Electric collection district, and the invoice summary cards are run for our mechanized collection scheduling on an IBM 407. The invoice copies and the mechanically prepared schedule are stapled and mailed to the proper collection district.

Then the invoice summary cards are used to mechanically pull from the open sales file, by means of the shipment memo number and the item number, the correct sales document. We thus have immediately and mechanically available the necessary information for sales analysis and journalization. Previously of course, the orders received cards were released at the beginning of the procedure, and went into the statistical analysis of orders while the inventory cards went into the mechanical preparation of inventory figures.

The tabulating section has all documents for orders, sales or inventory, available to prepare any report on orders, sales, inventory or open orders. In the inventory analysis area, one other piece of information is necessary: the input to the warehouse from the factory and the occasional output from the warehouse for factory purposes. This data comes from a different branch of the mechanized system of the General Purpose Control Department.

Our hardware comprises one IBM

WHAT!...

let a salesman write his own expense checks?

Of course! Many companies have been doing it for years, using The ***Traveletter***® System. Shocking, isn't it? Crazy idea! Maybe, so — to old-fashioned management — but modern management has found out differently.

The ***Traveletter*** System is an established system that has provided sound control of travel expenses for 62 years for many of America's largest companies . . . who recognize the advantages of The ***Traveletter*** System over ordinary home office methods of handling travel expenses.

Besides controlling expenses here's what The ***Traveletter*** System does:

1. Materially reduces the cost of reimbursement procedure.
2. Eliminates cash advances.
3. Simplifies banking procedures.
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604 electronic calculator with a 521 punch, and one 407 accounting machine with a 523 summary punch almost always slaved to it. Four 026 printing card punches and two 056 verifiers are also basic to the processing of the invoice sets. Immediate auxiliary equipment in the tabulating room are one 552 alphabetic interpreter and one 077 collator. Use of standard machines increases the efficiency of other work in the department without increase in machine rental.

The change-over of our system from the typewriter-desk-calculator method took approximately two years and has resulted in annual savings of $150,000 per year. Accuracy and speed of processing have been markedly improved, particularly in the analysis of orders and sales and the journalization of sales.

How Jersey Bell Uses Two-Headed Staplers

A STANDARD, TWO-HEADED stapling machine does a custom stapling job for the New Jersey Bell Telephone Co. which sends out millions of stapled toll bills each month together with their customers' monthly statements. The stapling machine, manufactured by Bates Mfg. Co., makes its own staples from a roll of brass wire in the machine. The telephone company used to rely on ordinary rubber bands to keep the toll bills together before they were put into the envelope with the customer's statement. The task was both tedious and time consuming.

When Jersey Bell improved the operation in the billing department by in-

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NEW KEYSORT TABULATING PUNCH

Gives you automatic punched-card processing with one low-cost machine

The Keysort Tabulating Punch today cuts automation down to size by providing, in just one compact unit, everything required for complete punched-card processing. With greatest adaptability to a company's size and procedures. And at a rental of less than $100 a month.

Keysort Tabulating Punch code-punches and tabulates quantities and amounts in Keysort cards . . . then reads, duplicates and summarizes these figures . . . simultaneously printing them for visual verification. The most versatile machine of its kind available. Easy to master, easy to use. In almost every area of plant control—job costing; labor distribution; inventory; labor, material and production control; sales and order analysis. In service organizations and hospitals—in every type of operation requiring fast, accurate data processing.

Contact your nearby Royal McBee Data Processing Representative, or write us for brochure.

OUTSTANDING FEATURES ★ Simple operation from 10-key keyboard ★ Punches 2 quantities in one operation (dollars-hours, dollars-units, etc.) ★ Simultaneously tabulates all amounts ★ Reads sorted cards, automatically accumulates and totals punched amounts ★ Prints all figures for immediate verification ★ Adaptable to any size work-load . . . to centralized and decentralized operations.

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For More Information Circle No. 261

stalling detaching machines to speed separating the toll bills, a new way had to be found to keep the separated toll bills together. A Bates representative suggested the ordinary Bates two-headed electric stapler. The company had to have a machine that would insert two staples at a time, since all toll bills are in duplicate; one is sent to the customer, while the other is retained in the company's files. The distance between staple heads proved just right for the size of the toll bills that are used.

A telephone company spokesman pointed out that the electric stapler has speeded this operation tremendously. Not only is stapling faster, but there is enough wire for 5000 staples and machines do not have to be reloaded as frequently. The small size of the staple also helps cut down bulkiness in the envelope when there are a large number of toll sheets enclosed with a statement. After the success of the home office trial, the telephone company purchased double-headed machines for all of its regional billing offices throughout the state.

Using Bates double-headed electric staplers at New Jersey Bell Telephone Co.

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check

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For More Information Circle No. 209

Control Standards

(Continued from page 79)

The actual standard time value for each operation is obtained either through the application of standard time data or by levelled time studies. The majority of our operations are now "timed" by the former method. The analyst and supervisor go over each operation charted and prepare an elemental breakdown of each of the motions required to perform the task. Fig. 3 shows this elemental breakdown for a key punch operation, with the standard time values. The time values in this form are flexible and adaptable to a large variety of operations. They also provide for uniformity. The same time values are used for each department and this permits equitable comparisons between the various offices.

Time and motion studies provide an alternative approach for operations where standard time data is not yet available. There are also cases where the task is complex and occurs infrequently. In these situations, the time study is the most economical method of developing the time value. Continuing time studies are reviewed and summarized so that we are continually building a supply of standard time data for later studies. As a valuable by-product, these studies provide the supervisor with a further opportunity to develop confidence in the standards by watching actual performance contrasted with stop-watch readings.

There are other techniques which we

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AUTOMATIC PAK TYER

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Just the same as a big machine costing up to $500.—

F Type

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use to establish standard time values. One is synchronized motion picture film projected on a desk model screen by a projector with a frame counter. This allows us to time operations at 1/960 of a minute (16 frames per second) and is valuable in obtaining elemental values for high volume operations. Modern high speed film eliminates the need for elaborate lighting.

There are cases where the low volume involved and small effect on the total workload enables us to use estimates developed in cooperation with the supervisor. Ratio observation studies also are used, primarily as an after-the-fact examination of the total time distribution and verification of standards.

Once the fact finding phase of the study is completed, there remains the task of organizing the data into clearly defined workable units of measurement. The first step in this process is to prepare a summary reconciliation, listing the operation by number, work station number and the total time value for the typical month. Fig. 6 shows such a recap. Note that the time value for each operation is assigned to a controlling factor such as regular invoices, discountable invoices, discrepancies, etc. A control standard in decimal hours is summarized for every recurring transaction. Built into this standard will be allowances for the exception situation patterns which the detailed studies have identified. The standard is not only developed by transaction, it is also developed by groups within the measured sections. Therefore there will be several invoice standards: one for the preliminary audit group and another for the voucher audit group, reflecting the

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Please rush more information on the new Electric Regna Adding Machine and outline advantages of becoming a Regna Dealer.

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average amount of time each group should fairly require to process a representative sampling of invoices.

The need for personal time also has been generously taken care of. Added to each standard time value is an allowance of 16 2/3% to cover personal needs, minor interruptions and make-ready time.

Control standards enable us to obtain three worth-while products:

1. A workload determination by position. All operations performed by a work station are totaled and this total is compared to the available time for that station. This points up any excess or shortage of hours by a work station and promotes the re-allocation of functions and duties so that each employee has a fair share of total load. This tabulation is based on the typical months' volumes.

2. A set of procedure job descriptions. These are, in effect, a detailed procedure manual and have valuable uses in employee training and systems evaluation. They are obtained by editing and typing the flow charted operations.

3. The main product is the budget performance report. It is the continuing month-to-month comparison of the current workload with the hours actually available to perform the work. It is the supervisor's accounting of how the labor

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The same machine serves as a transcriber...it's as easy to transcribe as to listen, because, with perfect dictation, there's no need for time-wasting, error-breeding pre-editing.

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For More Information Circle No. 321

dollars for which he is responsible are actually used. Monthly performance reports (Fig. 7) are tools developed for the supervisor and for management. They tell the supervisor how his section stands as a total unit and the relationship of his various sub-groups to the total. They tell management the comparative status of a section to other controlled sections. We Americans have a natural competitive instinct and most supervisors are particularly alert to see that their own status compares favorably to other controlled groups. To assist their efforts, charts are maintained to show the increases in efficiency and the savings which accrue from the efforts of the supervisor and his employees to obtain high standards of performance.

In installing and operating this program it is recognized that the supervisor's basic responsibility is to get the job done on time and accurately. This new information which identifies his effectiveness in doing it is another phase of modern management techniques for communication and control.

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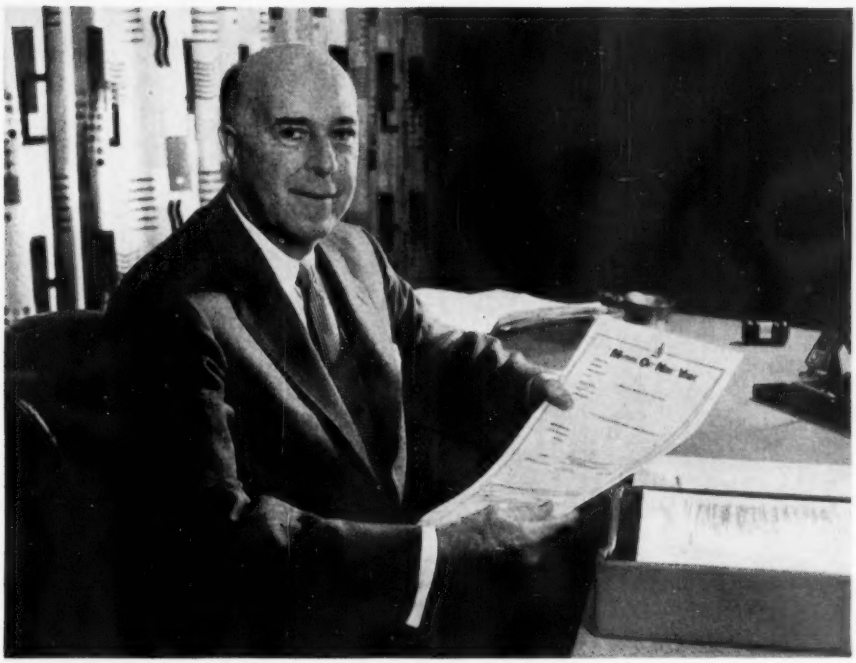

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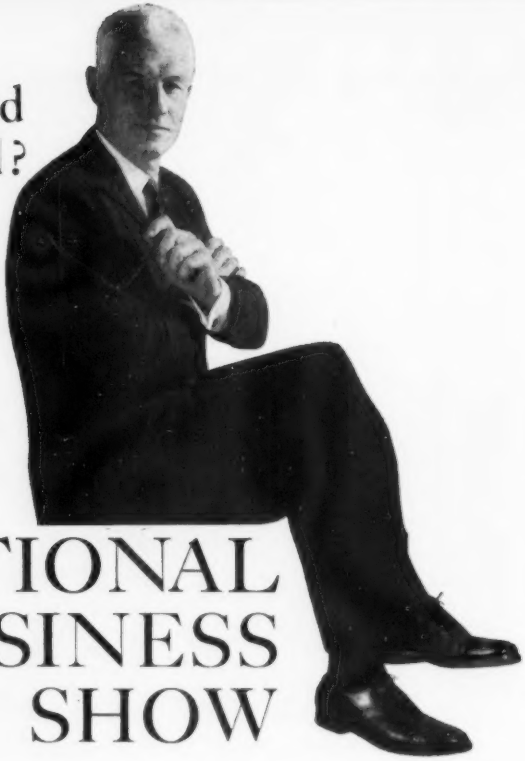

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This year more than ever before you should attend this important show . . . over 500 exhibits of the newest products and services. Here, under one roof, is a unique opportunity to get complete and authoritative answers to many of your pressing problems about the modern office. See by comparison just how efficient your office is. Learn how it can supply new and better information on company operations . . . at lower costs. Find out how to gear your office to provide better and more up-to-date facts on sales, customers, inventories and shipments as well as a host of other new and invaluable information to help you cut costs, improve methods and increase profits.

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October 20th thru October 24th, 1-10 p.m. daily
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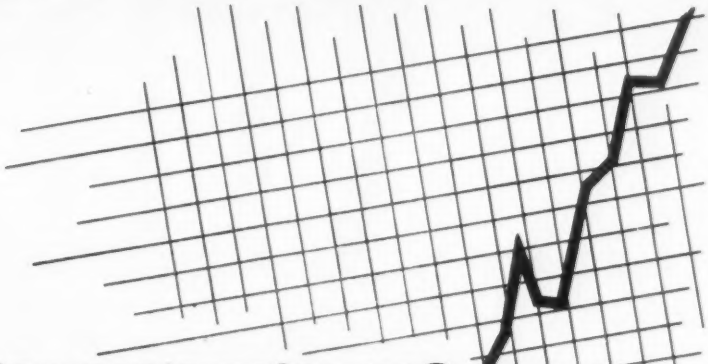

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TEXTILE 59

A SENSATIONAL NEW TYPEWRITER RIBBON

AT LAST a typewriter ribbon with the economy of cotton... the strength and resistance to wear of nylon... the sharp writing characteristics of finest silk... the printing press impressions of carbon ribbons.

Inked with a special new formula developed in our own laboratory especially for this new wonder-fabric.

SO THIN — you can wind up to 24 yards on any standard spool.

SO STRONG — it will wear better than any fabric with comparable sharpness.

Write on your letterhead for sample ribbon.

TEXTILE 59

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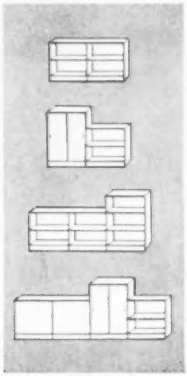
MASO new bookcases, with decorative design and beautiful finish, have a wide variety of uses. Attractive as corner or wall bookcases — individually or grouped; island dividers; counters. Provide working, shelf or counter area; office or stock room storage.

Group arrangement of 29" and 42" Units



Choice of finish to blend with modern office or store furnishings: Desert Tan, Mist Green, or Gray. Adjustable shelves. Open, or choice of two types of sliding doors—steel or glass. Finish is baked-on-enamel. All models in 12" or 18" depths. Readily convert to door or basic unit style.

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For More Information Circle No. 207

It used to play music... now it writes your letters!

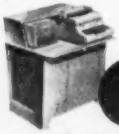
Auto-typist record "memory" roll operates the typewriter to write personalized letters . . . by automation!

Remember the player piano and its perforated roll that played the notes? Similarly, Auto-typist's paper record "memory" roll operates the typewriter keys to write your letters . . . automatically and accurately!

One typist can produce 100-125 letters a day with Auto-typist – 3 to 4 times manual typing output. And, it's so simple . . . precomposed numbered letters or paragraphs are perforated on the roll, which holds up to 250 lines. Letters or paragraphs are numbered to correspond to push-buttons, then Auto-typist automatically picks them out and types them perfectly! Manual insertions can be made at any time. Auto-typist eliminates routine typing and dictation and will cut your correspondence costs.

Write for free copy of the new booklet "60 Best Business Letters" that covers all types of business.

For More Information Circle No. 289



Auto-typist

AMERICAN AUTOMATIC TYPEWRITER CO., 2323 N. PULASKI RD., CHICAGO 39, ILL. • MANUFACTURERS OF AUTO-TYPIST, COPY-TYPIST AND CABLE-TYPIST

RIGHT or WRONG in Employee Relations

A ROUNDUP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

Is Drunkenness an Excusable "Illness"?

What Happened:

The company had a rule: an employee could be discharged if he was "absent for three consecutive days without making a satisfactory explanation." When Brown reported for work, his supervisor noted that he was drunk and in no shape to work. He told Brown to go home, and come back the next day. In order to protect Brown, the supervisor marked "ill" on the record sheet, instead of "intoxicated." Brown didn't show up for three days. He was fired for not having a satisfactory explanation for not coming to work. Brown didn't deny his intoxication, but he maintained that this was an illness, not a vice, and therefore was a satisfactory explanation. To further bolster his case, he pointed to the supervisor's record which noted that he was "ill."

Was the Worker:

RIGHT ☐ **WRONG** ☐

WHAT ARBITRATOR JOSEPH SHISTER RULED: "Brown was not ill in the accepted meaning of the term, and therefore his condition could not be accepted as a satisfactory explanation. Grievance denied."

When Can You Discharge an Elderly Worker?

What Happened:

When Ed Roher reached the age of 67 years, he received a note from the company stating that because of his advanced age he would have to be let out. A severance-pay arrangement was suggested. Roher refused to quit, and was fired. At the arbitration this was his defense:

1. I can hold up my end of the job any day.

2. I have worked here for 18 years and never gave any trouble.

3. If I'm not doing a good job, the company should have given me a warning.

4. Since when is 67 years of age too old to work?

The company stated:

1. Competition is getting keen and we need younger men in order to stay in business.

2. At 67, Roher doesn't have the pep and stamina of younger workers.

3. It's management's job to judge whether a worker can carry his share of the load. That prerogative can't be taken away.

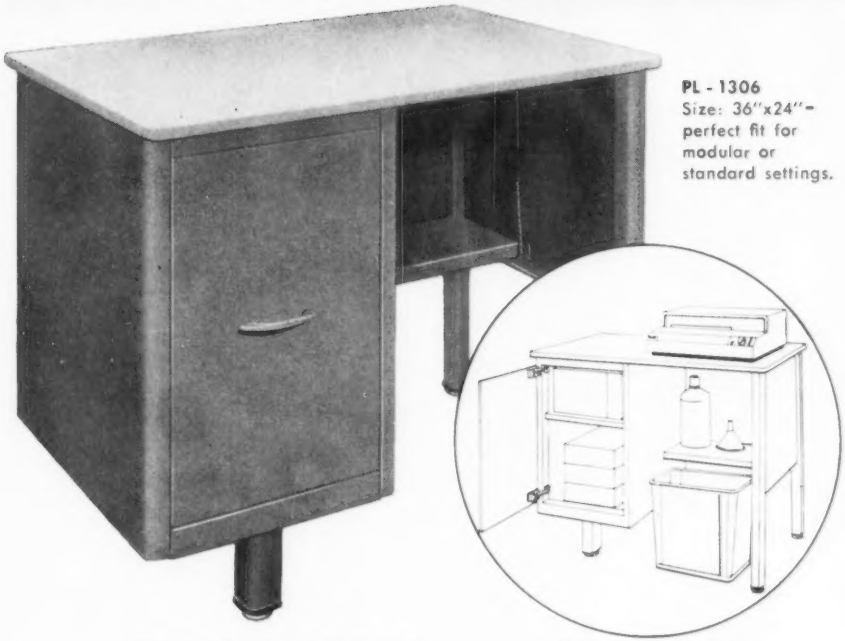
Was the Company:

RIGHT ☐ **WRONG** ☐

WHAT ARBITRATOR LOUIS C. KESSELMAN RULED: "Discharge must be for inability to do assigned work rather than for advanced age. Management has the right to determine whether the man can do the job, subject to challenge for capricious, arbitrary or discriminatory judgments. A written warning must be issued to the man involved, however. Because this was not done, I order Roher reinstated with back pay."

She'll work much better at a

HASKELL PHOTOCOPY DESK



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For More Information Circle No. 296

How Much Does a Supervisor Have to Take?

What Happened:

Al Trask had a reputation for flying off the handle. That's just what he did when his supervisor came over and said: "Say, Al, I found some of these worksheets under your desk blotter. What are you doing, hiding them?"

"Don't talk to me like that. Who do you think you are?" Al answered angrily. But that wasn't all. He shoved the supervisor out of his way and went to the men's room. For this he was discharged. Al cooled off, and took his case to arbitration. He told the arbitrator:

1. I was excited. I didn't mean anything. I've been with the company ten years. This penalty is too severe.

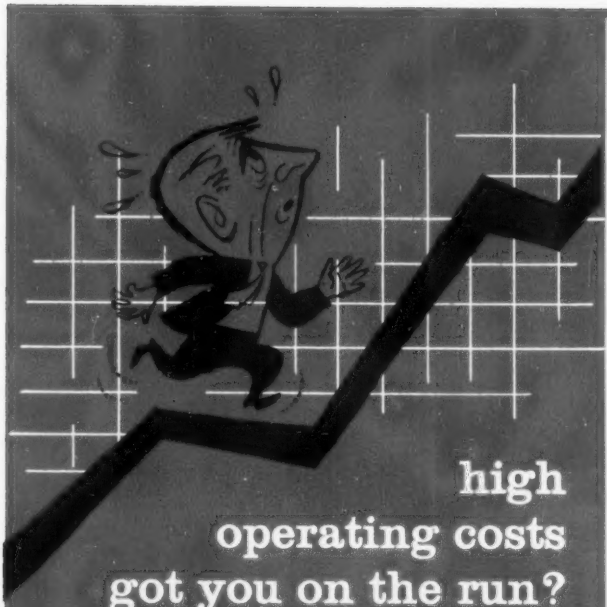
2. If I had struck the supervisor, I would never have brought a grievance. I know one should be fired for hitting a supervisor. But I just shoved — easy like. He was standing in my way. No one was hurt.

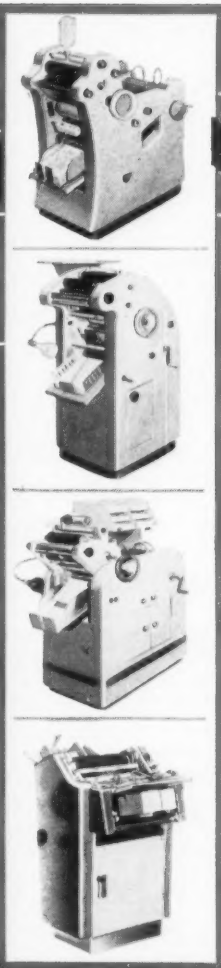
The company stood its ground. It said that "a blow or a shove" is the same thing. Supervisors don't have to take this kind of abuse from anybody. He stays fired.

Was the Company:

RIGHT ☐ **WRONG** ☐

WHAT ARBITRATOR MITCHELL M. SHIPMAN RULED: "One of the most heinous offenses that an employee can commit is that of physical assault on a co-employee. And where the employee assaulted is a member of supervision, there is involved not only the problem of employee safety and health, but also company discipline and morale. The question of whether the worker in this case punched or pushed is unimportant. The degree of force or the measure of injury does not change the act. Pushing a supervisor is as serious as hitting a supervisor. The discharge is sustained."





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Now you can cut your operating costs by eliminating the wasted time and effort of needless re-runs, with the specific ATLANTIC PAPER designed to enable you to do a better-quality job.

ATLANTIC papers have the uniformity required for color, cleanliness and ink receptivity . . . greater opacity to reduce "showthrough" . . . correct bulk and stiffness for smoother running . . . and moisture-control that adds dimensional stability for more accurate register.

Why not begin now to cut your operating costs? Call your nearest Franchised EASTERN Merchant for guidance and samples. And ask for the EASTERN comprehensive instruction book for 1958, "Introduction to Office Duplicating and Printing." It's informative and profitable.

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For More Information Circle No. 267

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BUSINESS FORMS AND SYSTEMS SINCE 1866

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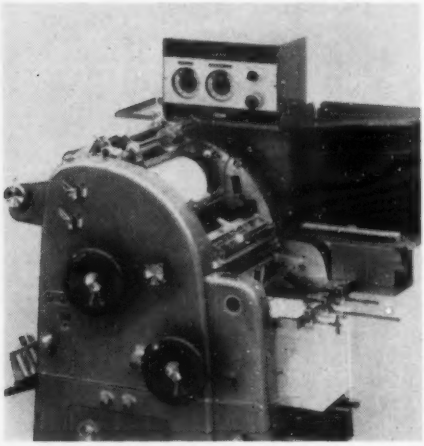
For More Information Circle No. 297

New Products

SYSTEMS OFFSET DUPLICATING

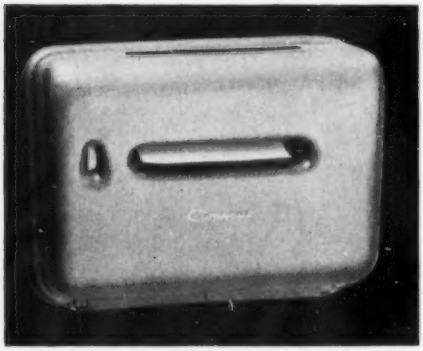
A. B. Dick Co., Dept. O-98, 5700 W. Touhy Ave., Chicago 31, Ill., announces the Mark II program control unit which provides high speed offset systems duplicating at the rate of four jobs a minute and up to 9000 copies an hour on each thicknesses. No special operator training is required. The equipment's design is based on a three-year study of systems duplicating requirements and the machines have been tested almost six months in actual systems operations. **For More Information Circle No. 102.**



A. B. Dick standard Model 350 offset duplicator. Electro-mechanical features reduce manual operations from seven to two: changing masters and flipping the start lever. A predetermined pattern for each cycle of printing runs is simply dialed by the operator on the program control unit. Each offset duplicator connected to the unit delivers the exact quantity of copies required. Tests have established that two duplicators running simultaneously can more than double productive capacity of one operator. Master cylinders automatically stop in proper position for changing masters and automatically adjust to variations in paper and card

PHOTOCOPIER

Copycat Corp., 215 Fourth Ave., New York 3, N. Y., announces the Copycat DeLuxe Wall Model Photocopier which makes sharp finished copies of anything printed, written or drawn in 12 seconds. The machine uses a patented spray process and, it is said, it can be used every day for a month or more without changing the developing agent. Machine is always



ready for use without warm-up. Belts need not be cleaned and machine will not damage originals. The wall-mounting feature saves space but the lightweight machine can be used as a portable desk model. The Copycat machine comes in two sizes: Model F-9 for copies 9″ wide by any length, and Model F-14 for copies up to 14″ wide by any length. **For More Information Circle No. 194.**

ADDRESSING MACHINE

Scriptomatic, Inc., 306 North 11th St., Philadelphia 7, Pa., makes the Model 10 addressing machine to handle short runs from small lists. It can be hand fed rapidly with the material automatically ejected and stacked. Insertion of material sets in motion all functions of the machine including master card feeding, ejection and

stacking. No hand lever or foot pedal operation. Material also may be handled automatically with the feeding attachment. Scriptomatic addressing machines are available in a range of models to print from IBM, Remington Rand or almost any other type of card on mailing material of practically any type and size. Masters are prepared by ordinary electric typewriter and list maintenance is greatly simplified. **For More Information Circle No. 118.**

ROTARY CARD FILES

General Fireproofing Co., Youngstown 1, Ohio, announces the addition of the Standard and Master series of GF Ferris Rotary Card Files. Both utilize the ferris wheel design of suspending cards in a cradle-like fashion to achieve high speed, volume card filing and finding. Card trays are kept in an upright position by means of a special guide ring. The files revolve in both clockwise and counter-clockwise directions, enabling the operator to reach any card without turning the wheel more than one-half revolution. The Standard series, available in 18 models, provides choice of either manual or electrical control. In electric models the operator has a push-button selector and foot pedal method of card selection. The Master series, available in 16 models, allows sit-

down or stand-up operation with either push-button, foot pedal or selector button control, all of which automatically bring the cards to the correct filing position. **For More Information Circle No. 161.**

CARBON RIBBON

Columbia Ribbon & Carbon Mfg. Co., Glen Cove, N.Y., announces the Execu-Tape M-50 Style Ribbon for use on all carbon ribbon equipped typewriters.

Following field tests, Columbia states this ribbon completely eliminates problems of ribbon breakage even under adverse typ-

ing situations. The Execu-Tape M-50 has a DuPont Mylar polyester film base of extreme sheerness and strength. The sheerness increases the sharpness of the typed image and provides 50% additional typing area in the same ribbon diameter for fewer ribbon changes and economy. The ribbon is clean to handle. Typed pages remain clean while erasures are easily made without leaving traces. The ribbon is ideal for the finest executive correspondence and preparing direct image offset plates, hectograph masters and originals for many copying devices. It is recommended for use on Vari-Typers and produces a sharp, dense image with the various type font sizes. Execu-Tape M-50 ribbons are made in black, blue, green, red and brown. **For More Information Circle No. 141.**

SORTING MACHINE

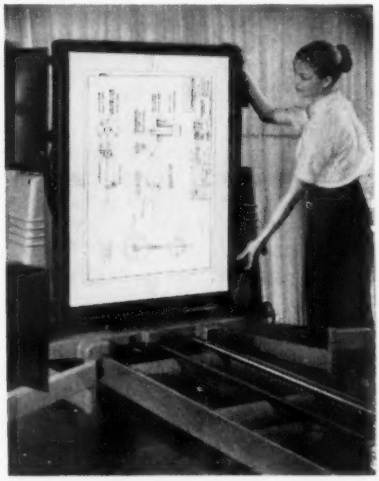
Universal Business Machines, Inc., Box 5183, Columbia, S. C., makes Keytronic Sorting Machines which sort forms or other documents alphabetically and numerically. Material to be sorted is placed

in a feed hopper and the machine's operator depresses a key on the machine's standard typewriter keyboard as she looks at the top sheet in the hopper. This top sheet is automatically fed to its appropriate bin in the machine. Different sizes and weights of paper can be sorted at the same time. The sorted material is easily removed, neatly stacked, from the machine's receiving bins. Sorting speed depends on operators' proficiency and kind of material being sorted but the manufacturer has testimonials from users indicating great savings in time and personnel costs by tripling manual sorting speeds. Keytronic Sorting Machines are made with 30 bins for alphabetical and numerical sorting, and ten bins for numerical sorting with standard 10-key keyboard. Machines operate on 115-volt AC using 5½ to 7½ amps.; are mounted on easy rolling casters. The 30-bin model is 84″ long; ten-bin model is 49″ long; both are 18″ deep. Larger models are made for sorting to two-digit numbers, etc. **For More Information Circle No. 180.**

XEROGRAPHIC CAMERAS

Haloid Xerox, Inc., 58-230X Haloid St., Rochester 3, N. Y., announces two xerographic cameras designed to enhance the value and versatility of Xerox Model 1218 copying equipment. The Mark III and Mark IV cameras, with copyboards of 30″ x 40″ and 34″ x 44″, respectively, permit copying larger original documents than was formerly feasible. Model 1218 copying equipment, operating on the electrostatic principles of xerography, enlarges, reduces, or copies same size. The equipment is designed primarily for the reduction of outsize documents onto 12″ x 18″ offset paper masters from which multiple copies are then run off on an offset duplicator. Another application is the simultaneous preparation of two smaller offset paper masters. Both cameras are of rugged construction, and have improved lens systems to assure complete optical coverage of the larger copyboards and give optimum image sharpness in all areas. The Mark III has a 19″ focal length lens: the Mark IV, a 24″ lens. The cameras feature an improved lighting system of four 1500-watt, double-banked projection lamps. Individual adjustment of lamp po-

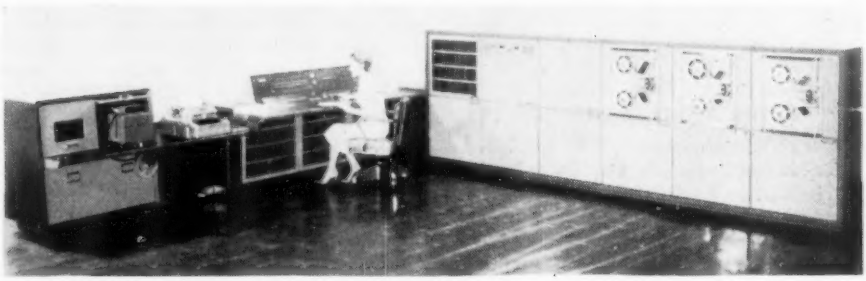
sitions is permitted for even lighting. Exposures, on the average, are shorter than before. The larger focal-plane area allows insertion of a new and larger, type F, Xerox plate which has a 13½" x 19¼"



selenium-coated surface on a 15½" x 20½" aluminum backing for use when a copying area slightly larger than 12" x 18" is required. **For More Information Circle No. 166.**

ELECTRONIC COMPUTER

Philco Corp., 4700 Wissahickon Ave., Philadelphia 44, Pa., makes the Transac S-2000 all-transistor, large scale data processing system. It has 48 binary digit word length capacity and 4096 word core storage expandable to 65,536 words. It will operate efficiently in an area of approximately 400 sq. ft. It weighs less than one-tenth a vacuum tube computer of comparable capacity; consumes 7 to 10 kilowatts; plugs into conventional 110 volt, 60 cycle AC outlets. Suitable for use in high rental offices, the Transac S-2000 can be moved quickly from place to place without special equipment or rigging; requires virtually no special site preparation nor special air conditioning. Flexibility in the grouping of keyboard controls meets specific programming requirements. The Transac S-2000 performs computations on numbers equivalent to 15 decimal digits without programming double precision. Read and write cycles can be used separately or in sequence. Tape transports read and write the equivalent of 90,000 alphanumeric characters per second, or 150,000 decimal digits. Transac S-2000 operates from a magnetic tape bit formula which includes 16 channels, 12 information bits, two parity and two timing. Tape speed is 150" a second. Information may be stored on tape in either 6 bit coded decimal form (alpha-numeric data) or in pure binary notation. It is partitioned into fixed blocks, each having a capacity of 1024 characters. Blocks are separated by a gap which is adequate for stopping the tape between blocks without loss of information. The printer has a capacity of 900 lines per minute (120 characters per line). A 1024 character buffer permits extensive changes of format, data placement, etc., without repassing through the computer and control. Printer is operated off line. **For More Information Circle No. 125.**



DATA PROCESSING FILES

Ray Myers Corp., Endicott, N. Y., offers an integrated line of files designed especially for housing data processing materials such as punched cards, wiring panels and tapes. Units are designed so that the most frequently used materials are immediately accessible in higher areas, while less active materials are in the lower, less accessible area of the same unit. This

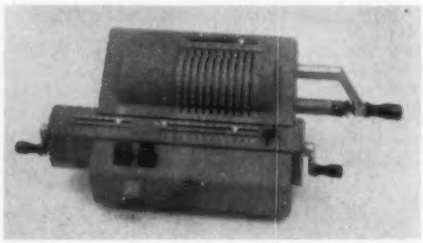
concept is said to save time and energy of workers; require less floorspace than separate files and storage equipment, and reduce the initial cost. Users of data processing equipment are offered free planning service to advise them of layout and the choice of file components best suited to their needs. For illustrated literature explaining how these components are planned to speed data processing operations and reduce production costs, **Circle No. 182.**

TYPEWRITER RIBBON

Curtis-Young Corp., 110 West 18th St., New York 11, N. Y., and its subsidiary, U. S. Carbon & Ribbon Mfg. Co., offer the Textile 59 typewriter ribbon, the result of over a year's experimentation. The Textile 59 is said to combine the economy of cotton with the strength and type resistance of nylon; and to produce the same writing characteristics as silk and the sharpness of carbon ribbons. The ribbon is available in lengths of 12, 18 or 24 yds. on any spool to fit all typewriters. A sample ribbon may be obtained on request. **For More Information Circle No. 130.**

CALCULATOR

Facit, Inc., 404 Fourth Ave., New York 16, N.Y., now offers the Original-Odhner portable calculator at the low price of $99. Designed for simplicity and ease of operation, this compact, hand-operated Model 227 performs all calculating functions, from the simplest to such complicated ones as simultaneous multiplication and square roots. Back transfer allows repeated (chain) multiplications, such as simple and complex discounting calculations. The back transfer key mechanism transfers a number from the result register to the



setting board, retaining the result without having to reset it. Equipped with a 10-lever setting board, 13-digit result register and 8-digit proof register, the calculator has a base area of 7½″ by 6″ taking up about the space of a desk telephone, and weighs 12½ lbs. Rubber suction cups on base hold machine to any working surface for easier operation. Precision built of high quality Swedish steel for lifetime durability, it can withstand the most rugged use and requires practically no service or maintenance, the manufacturer states. Suitable for engineers, scientists and students as well as business employees on the job or in the field. **For More Information Circle No. 150.**

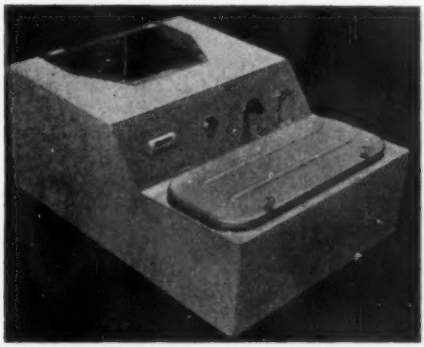
SWITCHBOARD INTERCOM

Fanon Electric Co., 98 Berriman St., Brooklyn 8, N.Y., makes the FTS-20 Fanfare 20-station switchboard telephone intercom system featuring selective ringing and a selective talking circuit. Each of the 20 push-buttons have busy lamps as well as a buzzer (which may be turned off) to facilitate operations. The switchboard may arrange for conferences between two or

more sub-stations although only one private conversation may take place at a time. For extensive installations, two FTS-20 switchboards will provide a total of 42 sub-stations, and three FTS-20 switchboards will provide 64 sub-stations. The telephones are attractively styled, molded in durable black plastic and can be used for either desk or wall mounting without conversion. The FTS-20 switchboard lists at $312.50. Each FTL sub-station is $39.95. **For More Information Circle No. 155.**

CHECK IDENTITY RECORDER

Identity Recorders, Inc., 2661 S. Myrtle Ave., Monrovia, Calif., offers the Identity Recorder which, at the press of a button, photographs a check and the fingerprints of the person holding the check. Its use allows cashing checks, or accepting checks for merchandise, without asking for positive identification. It also provides a record of all checks received or cashed. The Identity Recorder is 13½″ x 18½″ and 7½″ high. Honest persons would rather



use this half-minute procedure than search their wallets for what is seldom positive identification. **For More Information Circle No. 144.**

UTILITY BOXES

H-O-N Co., Muscatine, Iowa, introduces a line of steel Utility Boxes in three sizes. Models are available with or without plastic coin trays. Trays are removable in

two sizes, and fixed in the larger cantilever type. Deliveries are now being made in three standard colors: gray, sandalwood and spruce. **For More Information Circle No. 121.**

PHOTOCOPY OFFSET ADAPTER

Business Photo Methods Div., Eastman Kodak Co., 343 State St., Rochester 4, N. Y., announces the Model 2 Verifax Offset Adapter which provides greater accuracy and convenience in making offset masters by the Verifax method. Used in conjunction with a Verifax Copier, it provides a fast, economical method of preparing photo-exact offset masters from a wide variety of originals. With the Verifax method and an offset duplicator, hundreds of copies of forms, reports, letters, clippings, drawings and coarse-screen halftones can be made without costly negatives, metal plates, darkrooms or elaborate equipment. This Verifax Offset

Adapter features a horizontal storage base which holds a supply of offset masters. Masters are fed, one at a time, directly into the alignment and transfer sections. Any standard size offset master can be handled. A separate insert tray fits into the storage base to hold 8½″-wide masters. Base of the adapter is constructed to support any Verifax Copier. Alignment mechanism permits lateral positioning of the Verifax image on any standard master up to 10″ by 16″. An overhead bail stop provides vertical image adjustment even when the offset master is the same width. or narrower than, the Verifax matrix. All metal parts are corrosion-resistant stainless steel. The Model 2 Kodak Verifax Offset Adapter lists for $98.50. The Model 1 Verifax Offset Adapter, for lower volume applications and work that does not require the flexibility of the Model 2, lists at $60. **For More Information Circle No. 131.**

TELETYPE TAPE FILE

Republic Steel Corp., Berger Div., 1038 Belden Ave., N.E., Canton 5, Ohio, makes a steel filing cabinet that prevents permanent wrinkles, folds and loops forming in punched Teletype tapes retained for reuse or storage. Fitted with 30 drawer inserts, ten in each of three sections, the unit can hold up to 4500 tapes. Each drawer insert is fitted with 150 tapered

pins, ¼″ in diameter, so that tapes may be tightly rolled, fixed with a band, and slipped over the pins. Developed by Republic Steel's Berger Division to handle the great volume of punched tapes used in their own order processing system at Cleveland, the cabinet can be used anywhere that Teletype tapes are kept after use. Drawer inserts have spaces on the front and side for numerical and alphabetical indexing. The front plate of the insert has a frame to hold an identifica-

tion tab for quick reference to the drawer's contents. Cabinet dimensions permit easy integration with Teletype equipment. The unit is 17⅜″ wide, 41¾″ high, 28″ deep. Each drawer is 1-1/16″ deep. Several colors are offered. **For More Information Circle No. 196.**

FILING STOOL

Precision Mfg. Co., 831 Chicago Ave., Evanston, Ill., makes the Bevco Filing Stool with resilient plastic webbed seat which allows free circulation of air and is said to outwear other upholstery. The

stool is approximately 18″ square and 15″ high. It has 2″ hooded casters with double row oilless ball bearings and removable pin for cleaning and replacement. Without casters, the stool is used as an ottoman or footrest with Bevco lounge chairs. It lists at $17.50 with casters; $12.50 without casters. **For More Information Circle No. 108.**

TYPEWRITER RIBBON

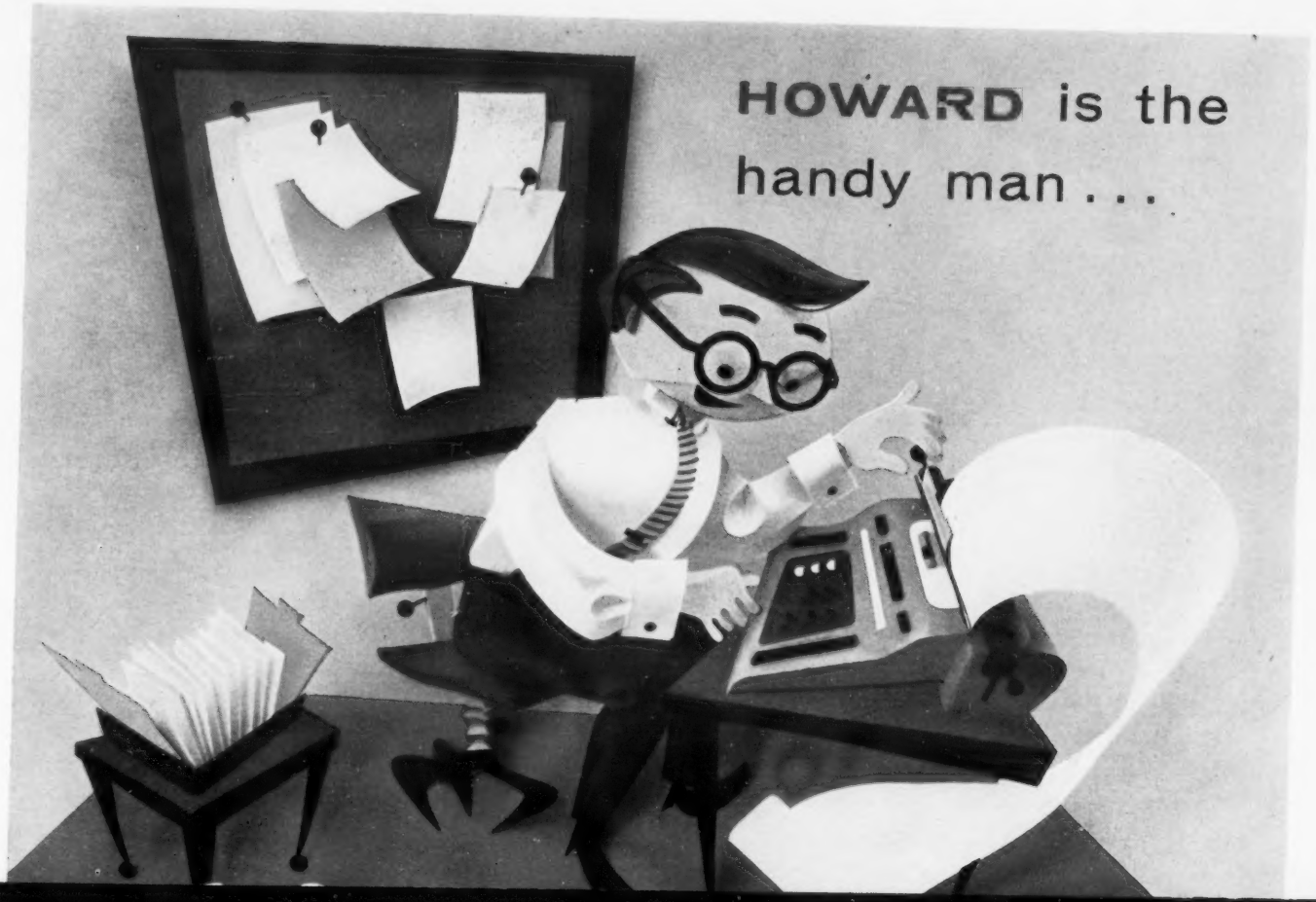
Allied Carbon & Ribbon Mfg. Corp., 165 Duane St., New York 13, N. Y., has developed Duralon, a synthetic fabric which is said to combine advantages of many fine typewriter ribbon fabrics. Its wear and resistance to cutting suggests its similarity to nylon. Manufacturer states that, owing to its weave and texture, this fabric has greater ink capacity which permits a greater variety of writing strengths with better ink control. The result is a typewriter ribbon that yields impressions

of great fineness and cleanliness. The makers believe that its wearing qualities are far above average. **For More Information Circle No. 195.**

FLOORING

Building Materials Div., General Tire & Rubber Co., Akron 9, Ohio, makes Bolta-Floor flooring in both resilient vinyl

and Tuflex rubber tile. The vinyls come in marbleized, terrazzo and georama patterns for unlimited floor designs. Tuflex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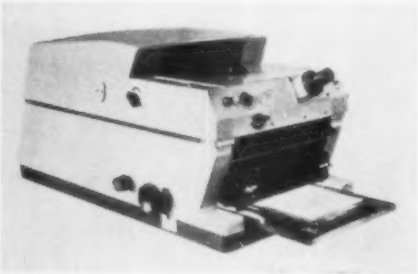
For More Information Circle No. 254

has a textured appearance, and sound deadening and non-slip features. It is designed to take abuse in heavy traffic areas while preventing accidents and reducing breakage of fallen articles. Bolta-Floor Vogue is a lower priced vinyl tile for home use. **For More Information Circle No. 116.**

PHOTO COMPOSING MACHINE

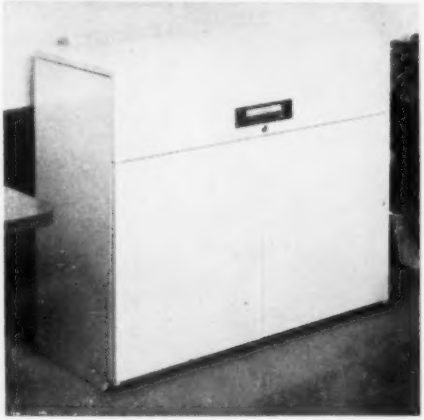
Consolidated International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22, Ill., announces the Optype which produces justified type composition from ordinary typewriting, Vari-Typing, photo typesetting, printed material or any combination of these. At the rate of 16 lines a minute, an operator can produce text in a choice of ten type sizes, condense or extend it, or even italicize the lines—for a total of 80 possible variations of one original line. Spaces between lines can be



varied to fit desired space. Operator sees each line before it is photographed and can skip incorrect lines. Expansion and contraction of type is accomplished without changing its height. The Optype produces a photographic film which, after developing, can be used to make offset plates, photoengravings or a photographic print. Use of the Optype multiplies by 80 the sizes and styles of type obtainable from each single font or style which you may now have, whether you use a typewriter, Vari-Typer or printers' hand or machine composition. **For More Information Circle No. 143.**

OFFICE KITCHEN UNIT

Dwyer Products Corp., Michigan City, Ind., makes the Dwyer 400 unit which looks like a piece of furniture when closed and opens to reveal an electric range, sink, refrigerator, storage cabinet and silverware drawer. When the heat



deflecting top is raised a light goes on to illuminate work area. Porcelain top is easily kept clean. The 3.6 cu. ft. refrigerator has roll-out shelves, ice trays, automatic interior light, and its noiseless unit is guaranteed five years. When closed, the cabinet is 48″ long, 21⅞″ deep and 42½″ high. Steel exterior is finished in choice

Once she dreaded the drudgery of mimeographing, with its messy ink pads, leaky liquid ink and old-fashioned ink drum. She wore her oldest clothes to the office in those days. Wouldn't risk getting her new ones ink-stained. With the new **BDC Rex-Rotary M-4** it's different now. Built on the principle of the printing press, the M-4 uses paste ink, automatically fed to rollers from an ever-sealed, disposable cartridge. Operation is simple and clean. The finished work has printing-press clarity. The M-4 offers a score of other advantages. Send for free portfolio: "The Work and the Wherefore of the M-4."

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For More Information Circle No. 228

of dark mahogany or modern blonde. Available in models for 110 and/or 220 volt current, with or without sink. For illustrated descriptive literature, **Circle No. 126.**

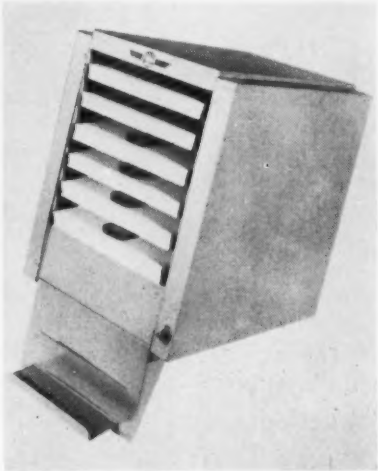
ROTARY FILES

Diebold, Inc., Canton 2, Ohio, has added three unit sizes to their recently introduced motorized Rotary File line. Six models with 54 to 585 filing inches are available with the Dial-A-File record selector control. A flick of the dial brings any desired form directly to the operator's fingertips in seconds. All records are

housed in individual trays and revolve in an upright position, eliminating the necessity of belt or clamp devices to prevent records falling out when file is in motion. This permits guiding across the entire top of the records row, use of self-indexers and housing of thin tissue sales slips. Trays need not be completely filled with unused blank cards. The wide spread of tray interiors permits filing addressing plates as well as 5″ x 3″, 6″ x 4″, 8″ x 5″ and horizontal or vertical tab cards. Styled by Raymond Loewy Associates, the front of Diebold Rotary Files is contoured in a swept-back design providing ample operator knee room. Seated directly facing the unit, there is no need for the operator to twist or turn for record reference. For complete information on all six models, **Circle No. 147.**

COLLATOR

Thomas Collators, Inc., Dept. B, 50 Church St., New York 7, N. Y., announces a low cost, desk-top, portable six-sheet electric collator which will gather 120 sheets or 20 sheets of six sheets each per minute. Each of the six bins holds 1¼″ of 8½″ x 11″ paper. This letter size capacity covers the vast majority of duplicated matter. Burred feed rollers assure positive contact with every sheet and minimize double sheet movement. The machine will collate paper weights and finishes including most tissue, onionskin, one-



time carbon, bond, mimeo and ⅛″ cardboard. Fabricated of steel with a silver hammeroid finish, the collator can be moved about from desk to desk with ease by a girl, and requires little space. It is 12″ wide, 15″ deep, 15″ high and weighs only 35 lbs. Its simple, single phase 60-cycle, 110-120-volt AC motor permits operation in almost any location. Simple to operate. Any employee can develop collating skills with little practice. A flip of the finger switch sets the six feed arms

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in motion. As six sheets emerge simultaneously, the operator grasps them with both hands and in one smooth motion brings them together, jogs, either staples or stacks them in sets, and is ready to grasp the next set emerging and ready to collate. Until switch is moved to "off," collating continues automatically. Field tests show time savings of up to 50% compared to doing the same job by hand. The desk-top electric collator sells for $149.50. **For More Information Circle No. 179.**

FOLDING CHAIR

Cole Steel Equipment Co., 415 Madison Ave., New York 17, N.Y., makes the No. 2820 Contour Seat Folding Chair priced at $6.95. Constructed of heavy gauge steel on a tubular frame and legs, this Cole model provides a comfortable 16" x 16" contour seat and slanting back rest for enjoyable seating and posture. It is safety engineered not to tip, tilt, wobble or slide. Durable rubber shoes cover the tip of each leg, anchoring the chair without marking or marring the floor. Stretchers, on both front and rear legs, give added strength

and reinforcement. A safety folding hinge prevents pinched fingers. When folded flat and nested, Contour Seat Chairs require a

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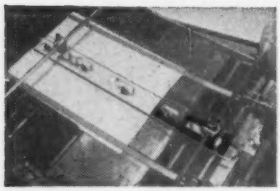

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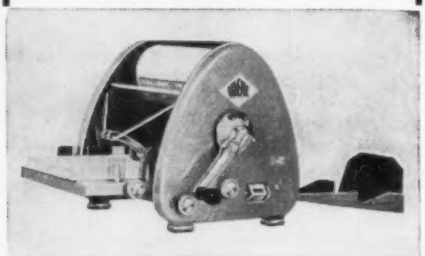

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silk screen process $174.50
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- Using paste ink
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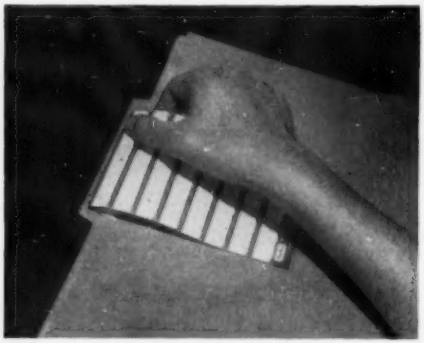
minimum of storage space. Available in green, gray or beige. **For More Information Circle No. 142.**

FILE FOLDER LABELS

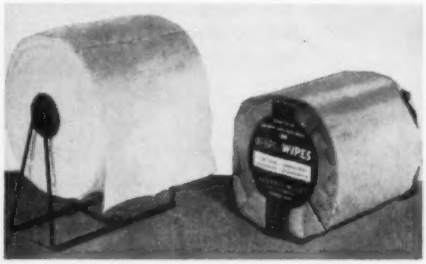
Avery Adhesive Label Corp., 1616 S. California Ave., Monrovia, Calif., makes self-adhesive Kum-Klean File Folder Labels which come in handy sheet form for easy typing and can be applied quickly



and neatly without moistening. Eight labels are mounted on flat 4" x 6" sheets. Available with borders in red, coral, green, dark blue, light blue, yellow, orange, tan, lavender, purple, and all white. A box of 248 labels lists at $1.10. **For More Information Circle No. 165.**

WIPERS

Kendall Co., Walpole, Mass., offers Webril highly absorbent lint-free wiping pads for office printing departments. These



pads are used for plate processing, cleaning offset rollers, printing plates and glass surfaces. Made of specially processed

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This is the 10 key FACIT ROTARY CALCULATOR. And its performance speaks for itself. FACIT figures faster than any printing calculator. It proves your figures by automatically listing the factors of each calculation on easy-to-read dials. No paper roll installations necessary. FACIT saves time—anyone can learn to operate it in just a few minutes. Cost less too! Let FACIT be your calculating spokesman. Multiply, divide, add, and subtract—with only ten keys and the five fingers on one hand.

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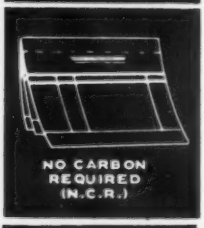

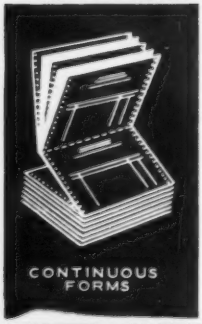

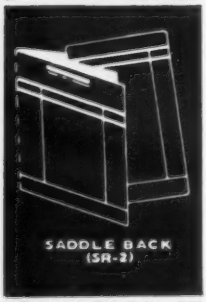

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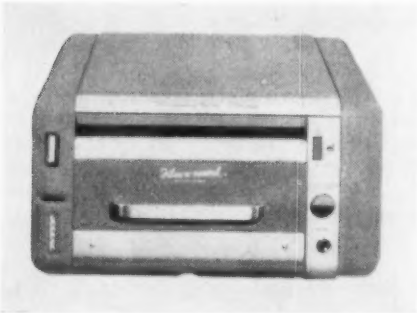
For More Information Circle No. 407

bleached cotton which is completely lintless. Strong enough to be folded and refolded, they give long service and have a high wet-strength factor. Packaged in rolls of 100 perforated 8" squares. A wire hanger is available for easy mounting anywhere. The Webril Wipe may be used for cleaning camera lenses and other highly polished glass surfaces. Many users find them helpful for filtering. **For More Information Circle No. 117.**

MICROFILM CAMERA

Remington Rand Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y., announces that repeated color step-tests have been eliminated in the Transportable Film-a-record Model 8.1 precision-built microfilm camera. A built-in volt meter removes guesswork when working with different colored documents.



A color step-test strip of film will be supplied with each camera noting the proper settings for colored documents. To compensate for the variations in light reflected from different colored records, simply adjust the volt meter to the proper setting which provides for clear, sharp pictures. No delay waiting for a color step-test report. The Model 8.1 camera can be connected to any standard 110-120 AC outlet. The speed of the compactly designed camera has been increased 50% and documents can be filmed at the rate of 150 paper feet per minute. **For More Information Circle No. 133.**

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The ideal truck for high level cleaning, painting, servicing lights, repair or other maintenance. Adjustable to varying heights. Rolls easily through doorways and narrow aisles.

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—Aluminum and Steel construction.
—42″ long, 26″ wide, 6′ 6″ high.
—11′ 2″ high fully extended permitting reach of 16′.

SAFETY TESTED · QUALITY EQUIPMENT · PROMOTES SAFETY

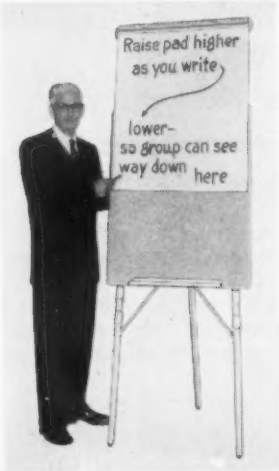
This is only one of over 70 different Material Handling Trucks for every purpose. Send for literature.

The ROL-AWAY
TRUCK Mfg. Co. Inc.
6143 S.E. Foster Road Portland 6, Oregon

For More Information Circle No. 358

ALL-PURPOSE EASEL

Oravisual Co., Box 11150, St. Petersburg 33, Fla., offers a High-Low portable aluminum easel. When used with large paper writing pads, the user can raise the pad higher at writing progresses, or lower

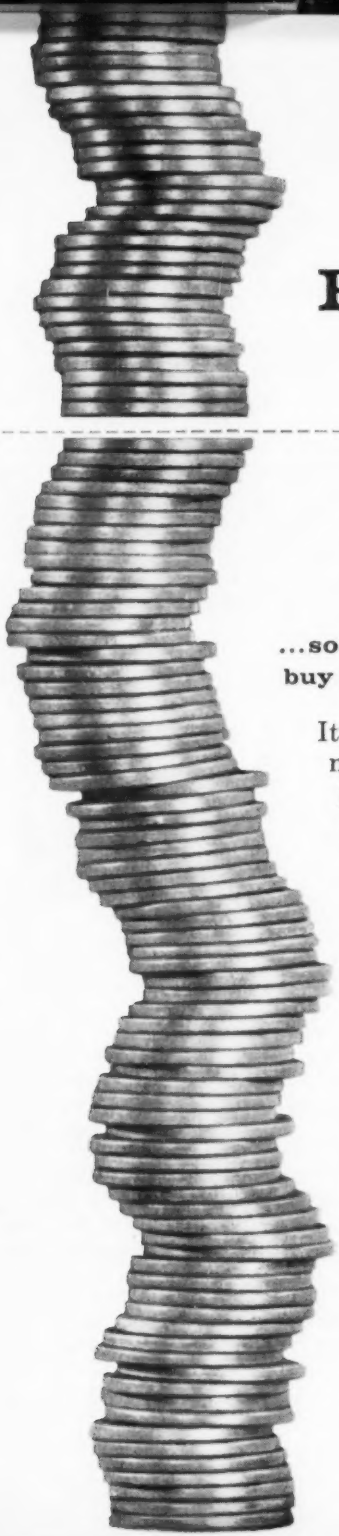


it at will. The easel has self-locking hinges, crayon box and shelf. The addition of extension legs will raise the easel another 6″ or 12″ above the floor so that it can be used for large charts. **For More Information Circle No. 229.**

WIPERS

Kimberly-Clark Corp., Neenah, Wis., now makes Kimwipes disposable wipers

in a smaller, desk-size box, less than 2″ high. A box contains 100 5″ x 8¾″ wipers. Suitable for wiping optical lenses,



Plates represent only 1¢ of your litho job dollar

...so don't sacrifice quality for false economy, buy the best—3M Photo Offset Plates!

It's a fact . . . your biggest litho costs are materials, 34¢, and time, 65¢ . . . while *plates are only 1¢* of your litho dollar. You can't cut fixed costs . . . but *you can save money* in the time area that starts with plate coating—ends with the last sheet off the press. And here is where perfectly uniform, 100% consistent *3M Plates pay off* for you. Every plate is identical. The costly, time consuming variables in coating, processing, makeready and press runs that eat up profits are eliminated! Eight out of ten users of presensitized plates choose 3M Plates for quality and performance—the *true* measure of plate *economy*. Next time specify 3M Brand Photo Offset Plates.

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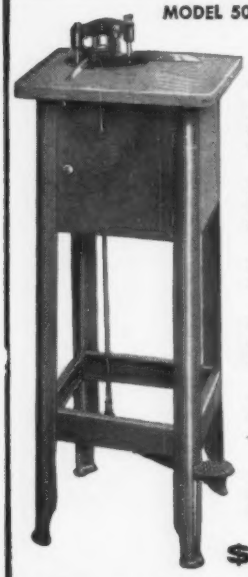
CORNER ROUNDERS

MODEL 20

$24.00

Prices include one plug-in cutting unit.

MODEL 50 (Foot Operated)



ADVANTAGES:

1. Clean-cut shearing—no chopping.
2. Self-honing knives stay sharp longer.
3. Automatic chip disposal.
4. No bolting of knives to head.
5. Change cutting unit in 3 seconds.
6. No replacement of cutting blocks.

$69.00

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For More Information Circle No. 356

cleaning slides and small parts, cleaning small spillages, and wiping small tools and instruments. Kimwipes also are produced in the same size with 240 per carton and in larger sizes for industrial uses. **For More Information Circle No. 159.**

ELECTRONIC LAYOUT MODELS

Elgin Metalformers Corp., 630 Congdon Ave., Elgin, Ill., offers scale models for planning the assembly and arrangement of electronic, automation and data processing equipment. The miniatures, modeled on a 1″ to 1 ft. scale, are exact duplicates of basic components of the Emcor Modular Enclosure System which allows selecting from mass-produced metal cabinet enclosures and using component

parts to work up infinite varieties of units to house electronics equipment. Users can save valuable initial planning time by visualizing accurately in advance the final appearance of completed installations. Made of durable plastic, the models are realistic reproductions of their full-size steel counterparts, even to the use of louvered and perforated panels, and Formica work-writing tops. The miniatures include simulated desk height, sloped front, vertical and turret top units, and wedge-shaped cabinets which permit regular enclosures to be combined into various U-

the NEW Thomas "Desk-Top" Collator

Now for the first time a completely electric collator that is priced within the reach of every office . . . actually *half the price* of anything on the market. Yet, this new Thomas has the capacity to handle 8½ x 11 sheets of most tissue, onionskin, one-time carbon, bond, mimeo and even ⅛" cardboard. It's portable, light weight and extremely simple to operate. A flip of the switch and the tiresome time-consuming task of gathering pages into sets becomes an efficient, effortless job . . . *that's almost fun!*

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Thomas Collators Inc.
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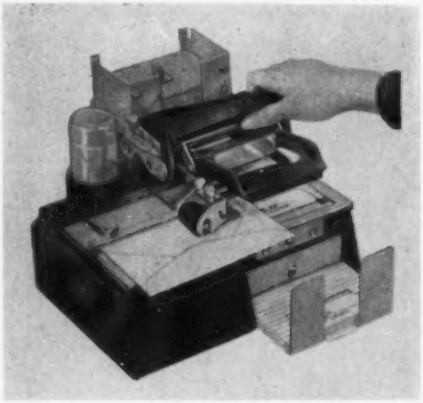
For More Information Circle No. 221

shaped and semi-circular consoles. Use of the models demonstrates the versatile assembly features of full-size Emcor Modular Enclosures. Individual pre-assembled frames and cabinets also may be joined together in any combination, side by side, front to back, or one atop another, to form integrated designs. **For More Information Circle No. 164.**

ADDRESSING MACHINE

Master Addresser Co., 6500-0 W. Lake Street, Minneapolis 26, Minn., makes the Model 99 Master Addresser with an automatic drive on the roller which moistens and moves the envelope into printing position automatically with each pull of the handle. A completely unskilled operator can address envelopes as clearly as an experienced operator, and as fast as seven or eight typists can type the same addresses. A precision address card feed also contributes to higher speeds and trouble free operation. Approximately 100 3″ x 5″ address cards are placed in the machine at a time. As prints are made, the cards re-stack in original order for immediate refiling. Addressing is done by



the spirit transfer process from paper masters prepared on a typewriter. Masters are available four to a sheet with carbon attached. This new machine has been field

TIME STAMP

Records to *the minute* when it arrived . . . how long it took . . . when it left.

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4-jewel movement — Not expensive. Unconditional full year guarantee. Space for company, dept., etc. name on rubber die.

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605 W. Washington — Chicago 6, Ill.

For More Information Circle No. 378

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- HOLDS NOTEBOOK
- FITS IN DESK DRAWER
- LINE MAGNIFIER EXTRA

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For More Information Circle No. 379

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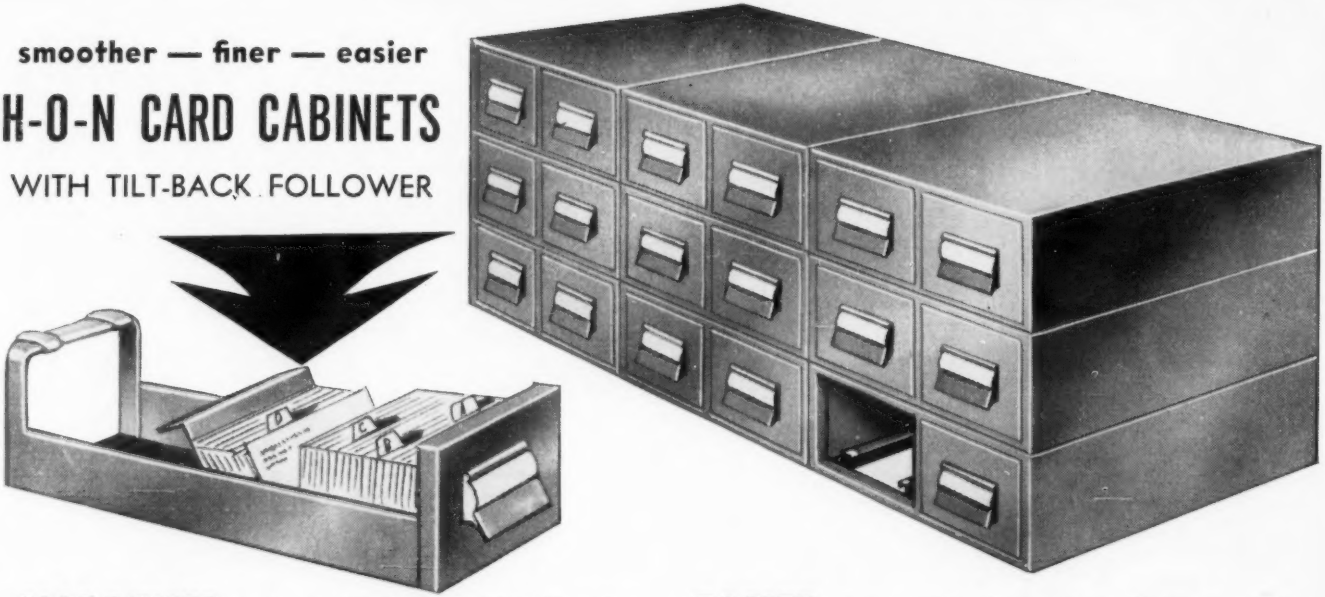
H-O-N CARD CABINETS

WITH TILT-BACK FOLLOWER



SMOOTHER quiet action because H-O-N units are equipped with nylon glides on drawer tracks and bales. The nylon glides eliminate binding and grating even with fully loaded drawers.

FINER appearance and styling with improved drawer pulls and label holders. A choice of four handsome colors: grey, green, sandalwood, spruce.

EASIER to use with time-saving efficiency of the tilt-back follower. Just trip a release and the cards recline. This provides room to see, select and handle without digging. Only H-O-N card cabinets have this feature.

SO GET BETTER H-O-N CARD CABINETS— ACCEPT NO SUBSTITUTE. YOU'LL FEEL REWARDED.

H-O-N
OFFICE EQUIPMENT

DESIGNED & MADE BY THE H-O-N CO., MUSCATINE, IOWA

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PAPER ROLLS

Their superior quality prevents creasing, bunching and slipping. That's why offices everywhere use them for adding machines, teletypes and cash registers.

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- **Clean cut, lintless, without splices**
- **Red ink warning signal marks roll-end**

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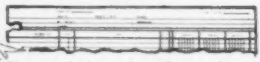
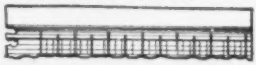


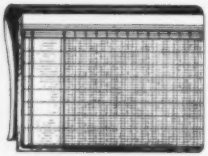
Pen ruled and printed both sides on 28 lb. White (25% rag) Ledger.

• **COLUMNAR SHEETS**



Pen ruled and printed both sides. Single & Double Page Forms. Numbered lines.

• **COLUMNAR PADS**



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For More Information Circle No. 361

tested for several months and is now in production. The hand model is priced at $99.50 plus tax. A foot operated model is also available. **For More Information Circle No. 178.**

VERTICAL CAMERA

W. A. Brown Mfg. Co., 608 S. Dearborn St., Chicago 5, Ill., announces development of the all-metal, 12″ x 15″ Ensign Vertical Process Camera. Progressive engineering and manufacturing applications make possible the first completely automatic focus, screw drive, vertical camera in the low price range. The fast, easy-to-operate Ensign enables users of small size offset plates to obtain professional results that normally would be expected

from much more expensive cameras. Some standard features are: cast aluminum front and rear case; lamp carrier with all movable parts operating on precision roller bearings for extreme accuracy; dial calibrations; 9½″ Goerz Artar Red Dot lens; coated and color corrected lens; 19″ x 23″ glass covered copyboard; pressure back to hold film sizes up to 12″ x 15″; light source of two No. 1 photofloods in each reflector; calculator; electric shutter and electric timer with reset device; storage compartment; range of reduction 3X; range of

Print Bulletins, Sales Letters, Forms . . . sharp, clean copies of anything typed, written or drawn. **Conqueror Mark II Automatic Electric Spirit Duplicators** deliver 110 copies per minute, post card to legal size, in 1 to 5 colors . . . at the touch of a button. There's no effort on the operator's part for these Conquerors run without watching and ***even turn off automatically.*** They conquer every duplicating job with speed, ease and neatness . . . and they're ***priced much below comparable machines. Mail coupon today!***

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Please send me FREE 16 page booklet on Heyer Mark II Conqueror Duplicators with valuable information on spirit duplicating.

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ADDRESS .....
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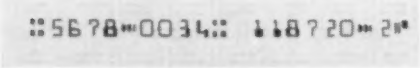
For More Information Circle No. 223

enlargement 2X. Designed for standard 110-volt, 60 cycle, single phase AC. **For More Information Circle No. 181.**

MAGNETIC INK CHECK IMPRINTER

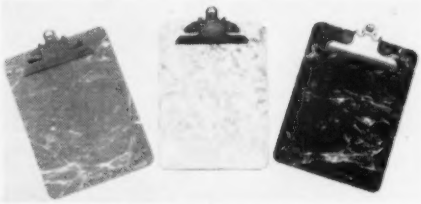
A. B. Dick Co., Dept. O-98, 5700 W. Touhy Ave., Chicago 31, Ill., announces the A. B. Dick Offset Check Imprinter which can print a year's supply of personalized checks, deposit slips and reorder forms for five individual accounts in three



minutes. All check identification numbers are printed in magnetic ink for use with high speed electronic sorting and posting machines. Machine stacks checks ready for cutting and binding in books of 25 each. Imprinting includes account owner's name, address and code numbers. All imprinting, including bank identification and account numbers, can be read visually although only the numbers are "read" electronically. The magnetic ink offset duplicator has other business applications, producing forms with numbers for machine reading, and it also can be used for conventional offset printing. **For More Information Circle No. 103.**

COLORED CLIPBOARDS

Stempel Mfg. Co., 2830 Roberta St., Dallas 3, Texas, makes Colo Clipboards with colored Stempco steel clips on boards



of durable fibre hardboard in harmonizing colors. They are made in four sizes (memo, note, letter and legal) completely

Six different Diehl-Models to suit any problem.

Diehl Calculating Machines are renowned for efficiency and quality.

Each model is outstanding in its price range already Diehl produce a fully automatic calculator of exceptional performance at a moderate cost. This model is also available with a back transfer or a storage register or both.

A machine of the Diehl Calculator range has its place in every office.

Rely on **Diehl**

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For More Information Circle No. 373

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NEW! . . . KODAK VERIFAX BANTAM COPIER . . . ONLY $99.50

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Think of the convenience—being able to get a complete, accurate copy of any letter-size item right in your office, in less than a minute . . . being able to have 5 Verifax copies at a time for 2½¢ each! Think of the savings in dictation and typing alone.

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Price quoted is manufacturer's suggested price and subject to change without notice.

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Send free folder describing Verifax Bantam Copier. Also names of near-by dealers.

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Klean Write 100% STATIC FREE STENCIL

After five years of constant research, Frankel laboratories have produced the first absolutely 100% static free stencil ever made in this country. The Klean Write 100% Static Free Stencil is especially designed for use on all foreign duplicating machines. Available with or without film top—in glare-pruf colors—blue, green, or white.

100% Static Free Stencils with film top $4.15 per quire, without film top $3.75 per quire. Quantity and dealer prices quoted on request.

Send for your trial order of our 100% Static Free Stencils today

If you are not completely satisfied you can return the order and receive full credit

Look for Frankel in Booth 42 — NSOEA Convention in Chicago

FRANKEL MANUFACTURING CO.

285 RIO GRANDE BOULEVARD • DENVER 23, COLORADO

For More Information Circle No. 225

assembled, with all visible surfaces in color. A wide variety of color combinations is offered for coded business and industry use as well as attractiveness. **For More Information Circle No. 106.**

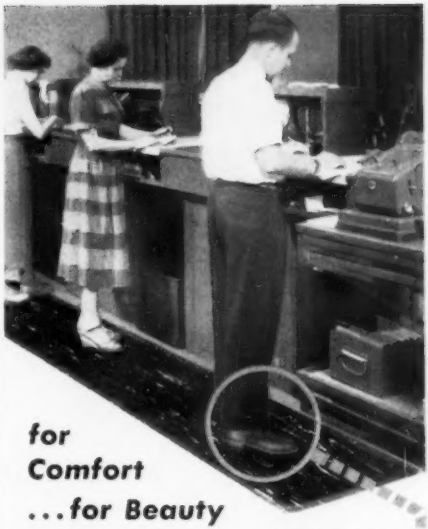
TELEPHONE INDEX

Rest-A-Phone Co., Box 10554, Dallas 7, Texas, announces the patented Dextra telephone index which firmly attaches to the finger-stop on desk or wall telephones.

This keeps the index always where it is needed and at the same level with the dial for easy reading. The Dextra is made in ten colors plus black to match all telephone colors. It retails for $2. **For More Information Circle No. 176.**

PHOTOCOPY DEVELOPER

Peerless Photo Products, Inc., Shoreham, N. Y., announces Dri-Stat 1201 Developer, supplied in liquid form. This all-around developer gives high contrast prints immediately upon initial preparation of the working solution, and is capable of producing 250 or more 8½" x 11" copies in one day's operation. It has good tray life, lasting at least five days when prints are made at the rate of about 20 a day. A greater number of prints can be made at one time, and tray life extended, by adding water to bring the solution in



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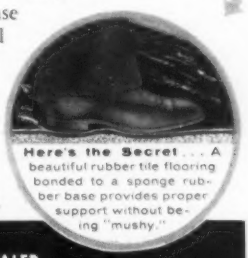
HYGIENIC

Foot Comfort

MATS and RUNNERS

If you're tired of replacing foot mats that lose their resilience and appearance in a disappointingly short time . . . if you want a mat or runner that will give relaxing support and still look beautiful years after it was installed . . . use Hygienic *Foot Comfort* Mats, the quality floor mats that reduce fatigue and increase efficiency for all who must work standing. Available in 8 modern marbleized colors. All edges beveled for safety and appearance.



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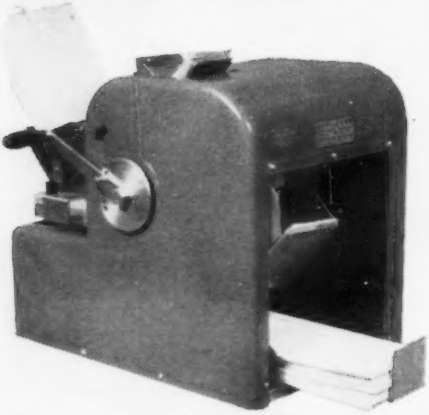
or write: Flooring Div. Dept. E for details
THE HYGIENIC DENTAL MFG. CO.
Akron 10, Ohio, U.S.A.

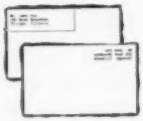
For More Information Circle No. 363

CUT YOUR ADDRESSING COSTS IN HALF!



with a DUPLICARD ADDRESSING MACHINE

There's a fast, automatic rotary Duplicard machine for every addressing job —postcards, envelopes, statements, circulars, catalogs, newspapers or magazines. Hand and electric models feed and address at high speed — economically, too, as no metal plates are required. You address directly from 3″ x 5″ Duplicard file cards, or from larger ledger cards.



You get six years or more of normal addressing service from a single filemaster card which costs only a little more than 1c.

There are 8 Duplicard models, priced from $139 to $965. Tell us your addressing requirements and we will recommend the machine best suited to your needs. Write today for illustrated literature.

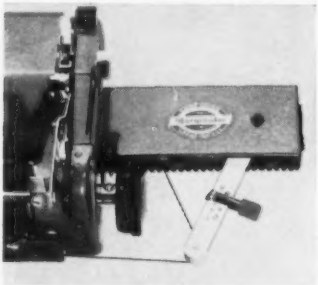
DUPLICARD
ADDRESSING MACHINES COMPANY
1010 E. Chestnut St., Santa Ana, Calif.

For More Information Circle No. 376

the tray back to its normal level. Prints made with Dri-Stat 1201 Developer are said to stay white and have greater resistance to yellowing, even at high temperatures. Dri-Stat 1201 liquid developer is supplied in 1 qt. bottles at the same price as the 1010 developer which it replaces. **For More Information Circle No. 129.**

TYPEWRITER JUSTIFIER

Marginator Co., 1121 W. Magnolia Ave., Burbank, Calif., makes the Marginator typewriter justifier which produces even right-hand typing margins. The Marginator will justify columns as narrow as 1¼″ and as wide as the carriage of the typewriter. Two or more columns may be justified on the same page without shifting the paper. It condenses or expands copy as needed, and less hyphenated



words are necessary. The regular operation of your typewriter is not affected since the Marginator can be set to neutral, which automatically disconnects it and leaves machine free for ordinary typing. Simple instructions, furnished with each Marginator, are all that are needed to learn how to operate it. Within a few minutes after installation, any competent typist can become familiar with its operation. Fits standard and electric typewriters. **For More Information Circle No. 188.**

REVERSIBLE FILM

Nord Mfg. Corp., 366 Jericho Turnpike, Mineola, N. Y., introduces Nord Reversomatic Film for making film negatives on

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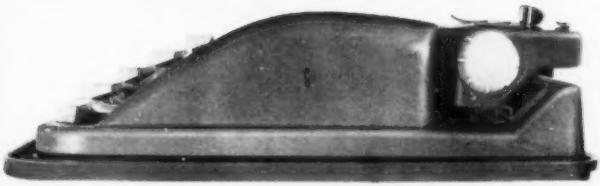
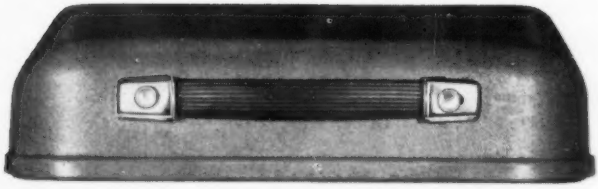
your
best buy

COLE
PORTABLE



Professional writers like Quentin Reynolds and Kenneth Banghart choose Cole above all other portables, because only Cole has all the important features they demand in a typewriter . . . Mist Green, Desert Sand or Cole Gray. Complete with matching carrying case . . . only **$94.50** plus tax.



COLE STEEL OFFICE MACHINES, INC. • Affiliate of Cole Steel Equipment Co., Inc. • 415 Madison Avenue • New York 17, N. Y.

For More Information Circle No. 294

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AUTOMATIC ELECTRIC NUMBERING MACHINE

by BATES

"Numbers at a touch"

FAST • • EASY TO USE • • DEPENDABLE

- **completely automatic** — numbers at a touch of the paper.
- **top performance** — it uses the famous Bates Numbering Machine.
- **fully adjustable** — for correct positioning of number.
- **interchangeable** — numbering head replaceable in seconds, without tools.
- **flexible** — any Bates Numbering Machine can be adapted to it.
- **safe and quiet** — current cuts off when resetting numbers or changing ink pad.
- **soft rubber base** — prevents slipping, marring desk.

For more detailed information, write to Dept. 50.

the **BATES** manufacturing co.

Orange, New Jersey

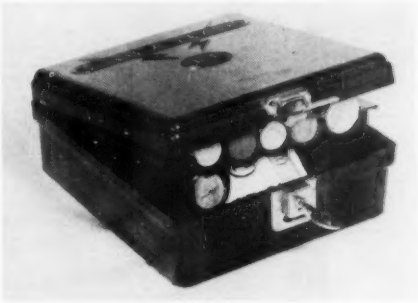
New York Office: 30 Vesey Street, New York 7

For More Information Circle No. 450

the Nord Wizard Photocopier. Dense, sharp negatives can be made in less than one minute at approximately one-fourth the cost of outside negative service. Reversomatic Film negatives can be easily burned into any sensitized offset plate (aluminum, plastic or zinc) on any standard platemaker. The film can be handled exactly like any standard negative; and scribed, opaqued, stripped, etc. Since Nord Reversomatic negatives can be easily made under brilliant office lighting, they can be used instead of expensive darkroom installations. Any line material can be copied from any type of original, including books. **For More Information Circle No. 134.**

COUNTING CASH BOX

Hastings Typewriter Co., 518 West 3rd St., Hastings, Nebr., offers the Cash-A-Flash cash box which stores and counts over $60 in coins. Seven accurate metering compartments provide coin storage for all denominations, showing at a glance the total amount of each. With hinged lid removed, it becomes a convenient change making tray. When closed and locked, coins cannot shift or become mixed no matter how the box is handled.



Coins are always ready for wrapping. The Cash-A-Flash can be used by itself or for cash register operators' accounting: storing and counting their change. There is room in the box for receipts, sales slips and

"Out, Damned Spot, Out!..."

Even Spirit Away could not have removed the imaginary hand stains Lady Macbeth tried so futilely to wash away.

But when it comes to those *real* stains that office help is heir to—from Spirit Carbon to Mimeograph Ink—then Spirit Away does all its name implies. Stains disappear quickly, leaving hands clean and smooth and lightly scented.

And with Spirit Away there's no more sharing the cream jar or tube with others. Each Spirit Away sheet is individual and personal, used once only and then thrown into the basket. Yet it is more economical and much easier to use.

Spirit Away is another Kee Lox first to make office life more efficient and more pleasant. Send for your samples today. Adjoining coupon included for your convenience. Please attach to company letterhead.

Made Only by

KEE LOX MANUFACTURING COMPANY
CARBON PAPERS AND INKED RIBBONS
ROCHESTER 1, NEW YORK

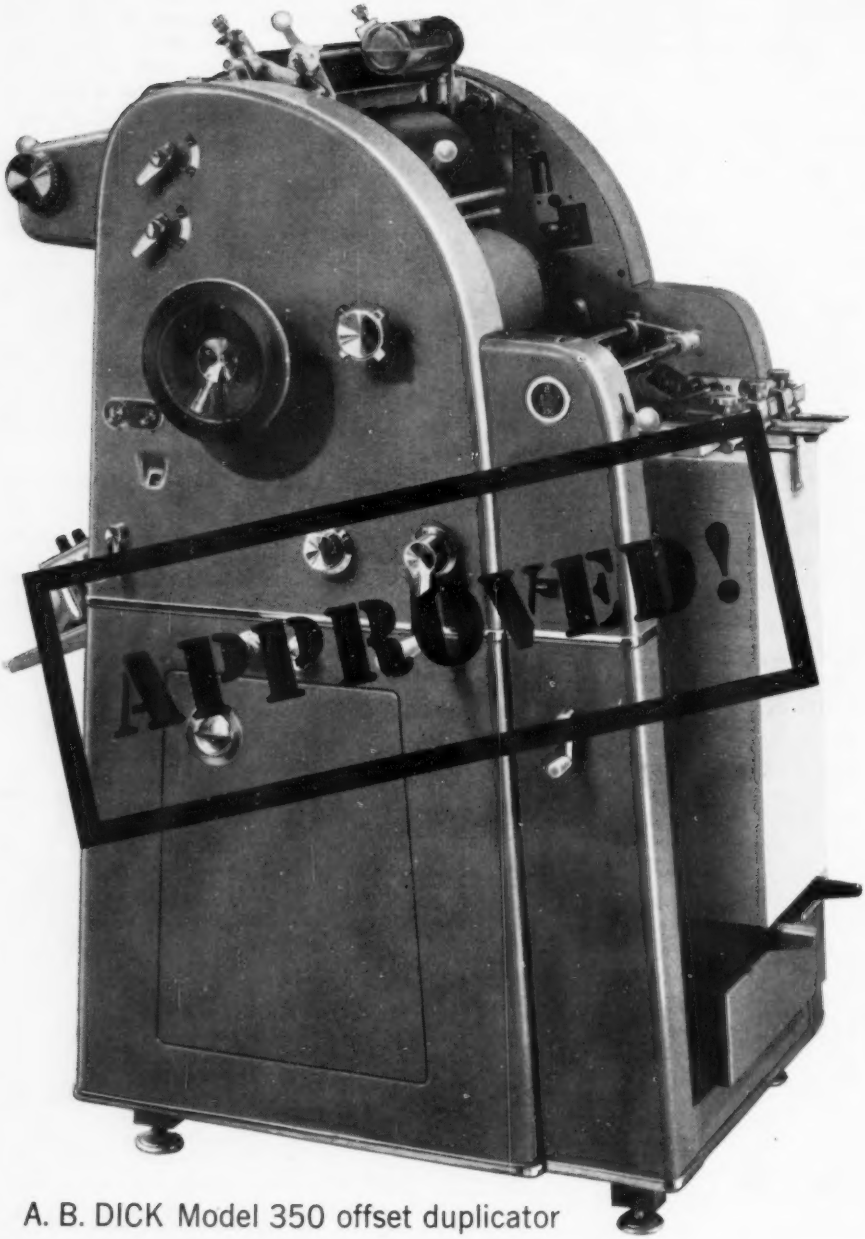
KEE LOX MANUFACTURING CO.
Rochester 1, N. Y. (Dept. O)
We would like to try the new Spirit Away hand cleaner. Send free samples to

(Name)

(Firm)

(Address)

For More Infromation Circle No. 295



A. B. DICK Model 350 offset duplicator

says who . . . ?

A New York Engineer
" . . . . *true reproduction of the most intricate drawings*"

A Pennsylvania Sales Promotion Manager
" . . . . *satisfactory in every way—doing a real job*"

A Wisconsin Purchasing Agent
" . . . . *saves us 40% in printing costs*"

A Pennsylvania Insurance Executive
" . . . . *finest offset duplicator of its kind and size on the market today*"

For a free portfolio of letters telling what users themselves have to say about the Model 350, clip coupon below.

A·B·DICK
DUPLICATING PRODUCTS

A. B. DICK COMPANY, Dept. 0-98
5700 West Touhy Avenue, Chicago 31, Illinois

Yes, I'd like to see the packet of 20 letters from users of the A. B. Dick offset duplicator.

Name _____

Position _____ *Company* _____

Address _____

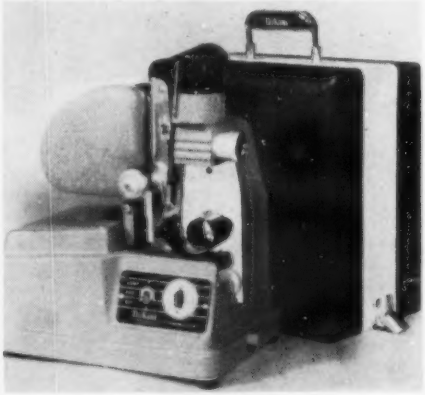
City _____ *Zone* _____ *State* _____

For More Information Circle No. 226

paper currency. The Cash-A-Flash box retails at $12.50 complete with lock. **For More Information Circle No. 109.**

FILMSTRIP PROJECTOR

DuKane Corp., St. Charles, Ill., makes the Synchrowink remote control slidefilm projector with simple, push-button picture changing. It weighs only 15 lbs. and comes with an attractive carrying case. A 10-ft. remote control cord is standard equipment, and a 35-ft. cord is available as an accessory. The Rediwind film system eliminates rewinding film. As film is shown, it is automatically rewound, and ready for the next use. Reduced film handling results in fewer scratches and longer film life, as well as greater convenience for the operator. Jet-stream cooling keeps the film cool and prevents heat damage. The picture stays in focus and the Synchrowink mechanism changes pictures in 1/20-second. The projector is also suited to systems providing for automatic synchronization of pictures with tape-recorded sound. Anything which closes an electrical circuit will operate the mechanism. It might be hooked up to a



photoelectric cell device, for instance, to change pictures automatically whenever a light beam is broken. The Synchrowink 300-watt projector, DuKane model No.

IMPORTANTLY

BIG MONEY SAVINGS WITH SNAP-I-SETS

It's a money making Snap! Increased efficiency . . . time saving. Cuts clerical and stenographic costs plus the many other advantages now possible with General Multi Forms Snap-I-Sets . . . utilizing fine one-time carbon. Quality lithography that Office Managers agree is far superior, yet costs no more. Deserves your investigation today. Ask the G.M.F. Sales Company dealer in your area.

ATTENTION FORMS DEALERS

Enjoy the repeat business Snap-I-Sets makes possible through greater value with higher quality. We do not sell and never have sold direct. Write today for our remarkable plan.

GENERAL MULTI FORMS SALES COMPANY

(Not Associated with any other Printing Company)

2020 Jo Johnston Ave. P.O. Box 1094 Nashville, Tenn.

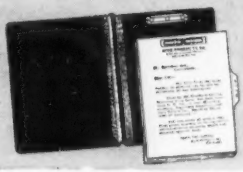
For More Information Circle No. 355

FILES ARE NO PLACE FOR BLIND MAN'S BUFF

If it takes too long to locate the papers you want, ask your Stationer about the ACCO Sysem. Accobind Folders, Accopress Binders and other Acco products save time, save money, save loss. Acco keeps all related papers together as long as *you* want them—orders, reports, correspondence, invoices, bulletins, etc. Folders and binders are of genuine pressboard, last for years. Made for every department of every business in sizes, styles, colors to suit your taste and exact requirement. Check up on Acco *now!*

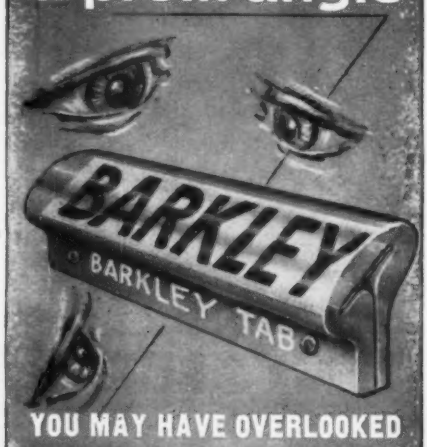
"ACCO BOUND PAPERS ARE SAFE PAPERS"

ACCO PRODUCTS
Division of NATSER Corporation
Ogdensburg • New York
In Canada: Acco Canadian Co., Ltd., Toronto



For More Information Circle No. 380

a profit angle



YOU MAY HAVE OVERLOOKED

An installation of Barkley Tab File Guides will increase efficiency in your office and free office personnel for more important tasks. Files are quickly found —when you want them —for each Barkley Tab is angled and magnified for greater read-at-a-glance visibility throughout the files. So durable they last through years of constant use! Put Barkley Tab File Guides on your supply list . . . TODAY!

At leading stationers

C. L. BARKLEY & CO.

Dept. TO9, 1220 Van Buren St., Chicago 7
For More Information Circle No. 375

Griffhold OFFICE KNIFE

#119
$1.00

Also penholders, lead holders, carton openers, marking pencils. At progressive dealers everywhere. Write today for free illustrated catalog!

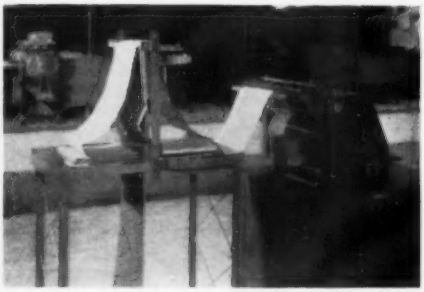
GRIFFIN MANUFACTURING CO.
LYNDHURST ST. ROCHESTER, NEW YORK

For More Information Circle No. 377

576-47, lists at $144.50 with a 3″ lens; 2″, 4″ and 5″ lenses are available. For any slidefilm or sound slidefilm showing, for audiences from one person to thousands, there is a specific projector in the complete DuKane line. **For More Information Circle No. 101.**

PRE-DECOLLATOR

Standard Register Co., Dayton 1, Ohio, announces its Pre-Bursting Decollator for separating and bursting single parts of multi-copy form sets in a single operation. It can be used in conjunction with any current Standard Register Burster or



Burster-Imprinter and will handle both Stanlock and non-Stanlock Kant-Slip continuous carbon-interleaved forms. Loading and operation are quick and simple. When the form passes through the burster, one carbon is separated and falls to the floor. Simultaneously, the remainder of the set is refolded for further processing where all or part of a set of written forms must be held intact prior to mechanical bursting, and complete decollating as forms issue from the writing machine is not practical. The Pre-Bursting Decollator is made up of Universal Packholder components and can be easily assembled at its place of use, allowing ease of handling and shipping. It will hold a full size 12″ pack of forms with a maximum size of 19¼″ in width and 14″ in length and it functions at the same speed as the burster by which it is powered. An optional elevated packholder tray is avail-

Only $3.50 a week puts a new Victor Calculator in your office!

Victor 40th Anniversary Special
New Models—New Low Prices

Special Mult-O-Matic Printing Calculator. Model 72-85-54. Special low price. Automatically multiplies, adds, subtracts with flick of Simpla-Key. Automatic sub-totals or totals from same bar. Automatic credit balance.

Mult-O-Matic Printing Calculator. Model 74-85-54 (not shown). All features of Special (above) *plus* automatic Constant and automatic Total Transfer.

Automatic Printing Calculator. Model 75-85-54. Automatically divides, multiplies, adds or subtracts with a flick of the Simpla-Key. Automatic Constant, Total Transfer, and credit balance. Automatic sub-totals or totals from same bar.

Automatic Printing Calculator. Model 73-85-54 (not shown). Has all features of above, except Constant and Total Transfer.

Avoid large cash outlay with New Lease or Purchase Plans

Now! Put a Victor Special Mult-O-Matic Printing Calculator to work for you for less than $3.50 a week. New Lease Plan saves your cash reserves, gives you the immediate benefit of time-saving, money-saving automatic figure-work. Low payments include expert Victor maintenance.

Or for a small down payment, and less than $4.75 a week, you can own this same Victor Calculator, and take 24 months to pay.

Other Victor business machines also available on lease or purchase plans at even lower payments. Now is the time to lease or buy because prices are low . . . terms easier . . . and there are more models to choose from than ever before in our 40-year history.

The exclusive Simpla-Key makes all calculations automatic!

Merely flick the Simpla-Key, enter the figures . . . the machine does the rest automatically. Multiplies, adds, subtracts or divides with *one key*—on one simple keyboard! Automatically prints figures with true symbols on tape just as you would write them. Does the work of two machines—adding machine and calculator—with no complicated rules, no special training needed.

***CALL YOUR VICTOR MAN.** He's listed in the Adding Machine section of the Yellow Pages under Victor. Or mail coupon today.*

Find Your Nearest Dealer In The "Yellow Pages"

Victor Adding Machine Co., Dept. O-958
Chicago 18, Illinois

Send me full details about your

☐ New Lease Plan ☐ New Calculators
☐ New Purchase Plan ☐ Adding Machines

Name_____

Company Name_____

Address_____

City_____ Zone_____ State_____

VICTOR ADDING MACHINE CO.,
CHICAGO 18, ILLINOIS

The answer to business problems since 1918

Victor Adding Machine Co., (Canada), Ltd., Galt, Ont.

Manufacturer of Business Machines, Cash Registers, Business and Industrial Systems Electronic Equipment, Electri-Cars.

For More Information Circle No. 406

SAVES & PROTECTS your STENCILS, OFFSET NEGATIVES & MASTERS

against { sticking and creasing / harmful oxidation / scratching damage / lost or wasted time

STOP AND THINK what a big investment you may have "filed" in messy piles, on hooks, etc. You're throwing away an average of $10.00 every time an original is lost or damaged!

With a low-cost, sturdy MIM-E-O Vertical FILE, you can prevent the waste of *hundreds of dollars a year!* Stencils, negatives and masters hang free from pressure . . . protected against damage . . . easy to file and find.

There's a MIM-E-O model to save and protect all types and sizes—capacities from 150 to 1400.

Write today for FREE Illustrated Brochure!

MIM-E-O STENCIL FILES CO.
2027 W. North Ave. • Chicago 47, Ill.

500 Distributors . . . coast to coast to help you solve your stencil or offset filing problem.

For More Information Circle No. 367

able to process form sets which include card stock, or unfastened sets of over six parts. **For More Information Circle No. 110.**

HAND CLEANER

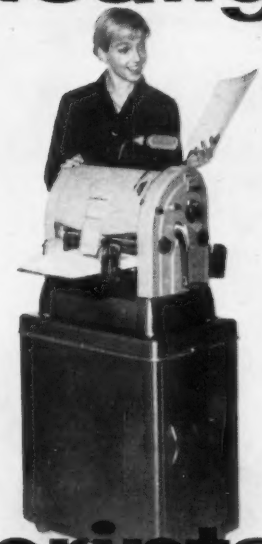
Kee Lox Mfg. Co., Dept. 0, Rochester 1, N. Y., announces Spirit Away disposable hand wipers which remove all hand stains including spirit carbon, and hectograph stains; mimeograph, offset and printing inks. Spirit Away hand cleaners

are quick and easy to use. They are sanitary because only one person uses each sheet. Stains disappear quickly, leaving the hands clean, smooth and lightly scented. These economical hand cleaners come in a transparent plastic envelope which is easy to keep handy. For free sample of Spirit Away hand cleaners, **Circle No. 189.**

PHOTOCOPIER

Business Photo Methods Div., Eastman Kodak Co., 343 State St., Rochester 4, N. Y., announces the Verifax Regent Copier with three new features: electric timer, paper feeder, and Calrod heating element which distributes evenly the heat that controls activator temperature for uniform copies. This compact, portable machine copies practically any original up

copies electronically!



prints automatically!

THE ELECTRO-REX — left — revolutionizes stencil making. Insert type proofs, printed matter, clippings, drawings or pictures. While the drum rotates, every detail is faithfully copied — **electronically!** The only ability required to produce a perfect stencil or offset plate is **the ability to throw a switch!**

THE REX-ROTARY D-280 — right — gives true printing-press fidelity, 100% accurate printing-press registration for fill-ins and multi-colors. Fully automatic tone control of inking, rapid color changes — **all without messy fingernails!** No experience or skill required to operate, yet it turns out a professional printing job every time — at **substantial savings**. Electric models as low as $485. ⟶ Send coupon today for free demonstration.

REX-ROTARY

See us at the National Business Show — Booth No. 110

Rex-Rotary Distributing Corporation • 387 Fourth Avenue, New York 1, N. Y. • MU 4-5405

Please contact me regarding a free demonstration of ☐ Electro-Rex ☐ Rex-Rotary D-280

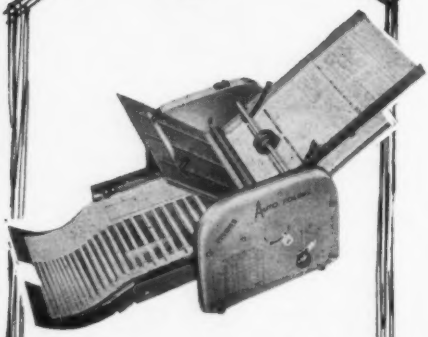
Name _____ Title _____ Firm _____

Address _____

For More Information Circle No. 233

2 OUTSTANDING VALUES FOR EVERY MAILING DEPT.!

New PREMIER AUTO FOLDER CV



AUTO FOLDER CV

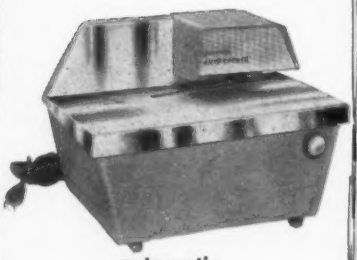
Makes seven most popular folds in letters, invoices, circulars, and many others.

INCLUDES

- Automatic Conveyor-Stacker
- Gravity Feed
- All Electric Operation
- Easy Adjustment
- Speedy Production
- Beautiful Finish
- Full Guarantee

Budget priced at only **$149.95** plus F.E.T.

New PREMIER AUTO-OPENER



automatic

ENVELOPE OPENER

An unusual, new automatic envelope opener with high-cost features at budget price.

FEATURES—

- Completely Automatic
- Fast & Economical
- Space Miser
- Complete Safety
- All Electric
- Attractive Finish
- Fully Guaranteed

At the unmatched low price of **$99.95** plus F.E.T.

MARTIN YALE, INC.

2100 W. Fulton St., Chicago 12, Illinois

For More Information Circle No. 232

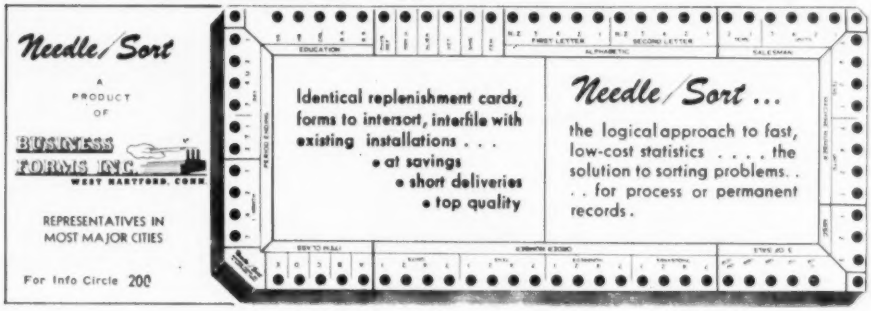
through the 8½" x 11" size. Designed for all-around office use, the Regent is entirely self-contained. The top section is the printing unit, in which the matrix sheet is exposed in contact with the original. Below are compartments in which sheets of matrix paper and copy paper are stored, always instantly available. Like the Verifax Signet, Bantam and Viscount copiers, the Regent can make five or more clear copies from one matrix. List price for the Verifax Regent Copier is $240. **For More Information Circle No. 132.**

PORTABLE TYPEWRITER

Remington Rand Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N.Y., makes the Quiet-riter Eleven Portable Typewriter with a standard 11" carriage which can handle full-sized letterheads longways and can type a standard 10.3" line. It has a 44-key, 88-character keyboard, identical with the keyboard on the standard office typewriter. Key top size, between-key spacing, slope and overall dimension are the same. The Miracle Tab tabulator allows setting and clearing tap spots from the keyboard, instantly, wherever desired. This feature

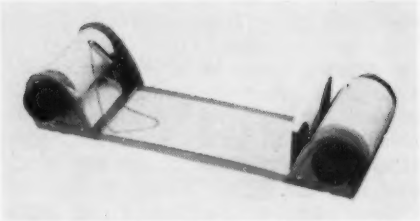
simplifies typing complicated lists. The Eleven comes in four decorator colors: white sand, mist green, French gray and desert sage. **For More Information Circle No. 356.**

For More Information Circle No. 365

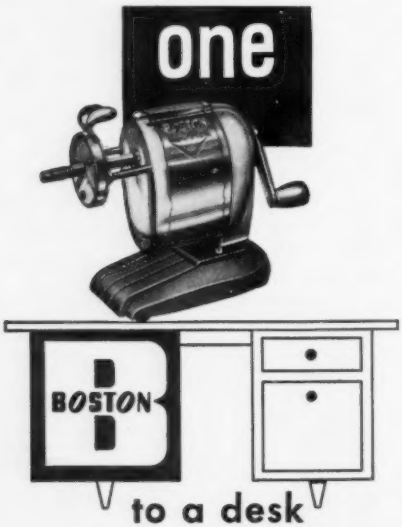


For More Information Circle No. 200

CONTINUOUS MEMO PAD



Weckesser Co., 5711 Northwest Highway, Chicago 46, Ill., makes the Smart Alec continuous memo pad in which the paper can be wound and rewound on non-slip square cores by turning hand knobs. There is a holder for loose memo sheets and a mechanical pencil with holder. Low writing surface is at desk-top height for convenient use. Designed to eliminate confusion and loss of written notes and memos. Made of sheet metal finished in black and gray enamel. Model 57 (shown) sells for $5.95. Model 57-X, with cranks that fold out of the knobs, is $7.95. **For More Information Circle No. 136.**



small investment—BIG RETURN

BOSTON CHAMPION

PORTABLE PENCIL SHARPENER

4 DECORATIVE COLORS
green-blue-sandtone-gray

- less time wasted
- better efficiency
- less than 1½c a day for one year with long life ahead

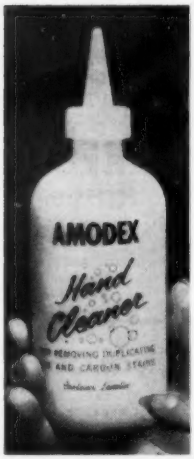
Send for free comprehensive report on sharpeners, Booklet N.

C. HOWARD HUNT PEN CO., Camden 1, N.J.

BOSTON PENCIL SHARPENERS

For More Information Circle No. 404

HAND CLEANER



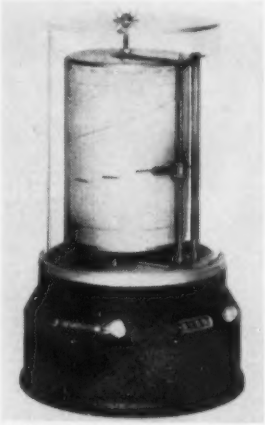
Amodex Products, Inc., 648 Beechwood Ave., Bridgeport 5, Conn., makes Amodex dye-neutralizing hand cleaner for quickly removing all types of duplicating ink and

For More Information Circle No. 256

dye stains. It contains a neutralizing agent which causes dye stains to disappear as soon as it is rubbed into the hands. Contains no harsh, irritating chemicals and is lightly scented like a cosmetic hand lotion. Test results are said to show that the hand cleaner is safe for normal skin. Packaged in a plastic squeeze bottle which dispenses a few drops at a time, Amodex is a creamy liquid which can be worked between the fingers, around the cuticle and under the nails. Because only a few drops of the new cleaner are required to remove most hand stains, Amodex is economical. Samples for in-use testing are available. Dealers inquiries invited. **For More Information Circle No. 163.**

MACHINE USE RECORDER

Gorrell & Gorrell, Westwood, N. J., announces the Efficiency Recorder which produces a chart showing when machine was in use, when it was idle, length of productive and idle time, and a continuous graphic record showing percentage of time in use. The chart indicates the percentage of time utilized at every minute of the day without the need for computations. The Recorder is easily attached to



any machine by a simple electrical connection or by non-marring adhesive tape for recording by vibration. It can differentiate between an electric typewriter or

Time Will Tell...

The old gentleman knows a good permanent record paper when he sees one. For the surest test of the value of such paper is TIME itself. Then, of course, comes the ability to take repeated erasures, rewriting and hard handling.

It takes the finest of new white cotton fibers combined with skillful unhurried techniques in converting them into paper to produce those qualities, inherent in

L. L. BROWN'S LINEN LEDGER

Extra #1

100% new white cotton fiber

This superior record paper has won its reputation on all counts in actual usage over the years in county and city offices where records must be enduring.

L. L. BROWN PAPERS

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Since 1849

L. L. BROWN PAPER CO., ADAMS, MASS.

BETTER COTTON FIBER PAPERS

For More Information Circle No. 385

For More Information Circle No. 247

"A creative forms supplier strengthens our PS* team"

SAYS T. J. FORD, TABULATING MANAGER, HER MAJESTY UNDERWEAR COMPANY

"Over 98% of the form writing in our order-invoice procedure is accomplished automatically . . . at a great saving of time and cost. The system produces valuable management control reports. The documents customers now get emphasize their profits in retailing our line; help promote sales. On this project and others, Standard Register, as a creative forms supplier, has contributed heavily to the success of our Paperwork Simplification program."

Work Simplification is a continuous "grass-roots" program in all phases of this business at Mauldin, S. C. In the *paperwork* team effort, Standard Register plays a specialist's role — recognizing improvement possibilities and applying its know-how in forms and systems. The time, labor and money savings so accomplished would be of interest to your company. Let us help you study such cost-reduction possibilities.

Write for this full story of mechanized records-production with punched cards: order, order summary, invoice, shipping summary, inventory record, quarterly sales analysis. *Ask for PS. No. 48.*

THE STANDARD REGISTER CO., DAYTON 1, OHIO
PACIFIC DIVISION, OAKLAND 6, CALIF.

Sales and Service Offices in Principal Cities
Plants at Dayton, Oakland and Glendale, Calif.; York, Pa.; and Fayetteville, Ark.

ASSOCIATES: R. L. Crain Limited, Ottawa, Ontario, Canada • W. H. Smith & Son (Alacra) Ltd., London, England • Gomsh Formas Continuas, Caracas, Venezuela • Impresora Ariel, S. A., Havana, Cuba • Sten Dahlander, Stockholm, Sweden.

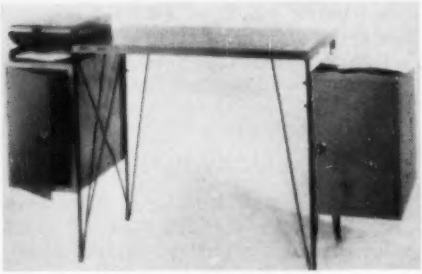
* Standard Register PAPERWORK SIMPLIFICATION Business Forms

For More Information Circle No. 250

other machine running idle with motor on, and the same machine doing work. **For More Information Circle No. 115.**

PHOTOCOPY DESK

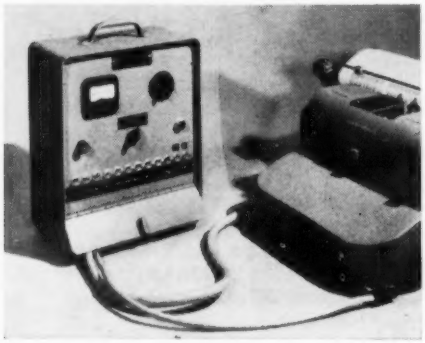
Ampto, Inc., Newton 6, N. J., offers the Model C Photocopy Desk which has two lightproof side cabinets with magnetic doors for protection of unexposed photocopy negative and positive papers. There is a 16″ x 30″ work surface at the correct level for photocopy operation, and two



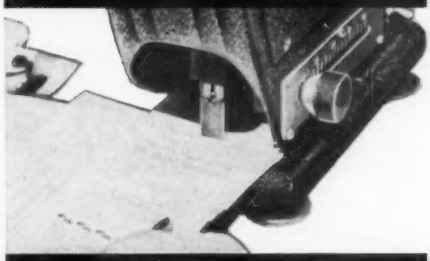
11″ x 16″ areas to hold collating racks, etc. Each cabinet is 11″ wide x 16″ deep x 16″ high. The desk, which lists at $49.50, is of all metal construction, with legs which adjust automatically to compensate for floor unevenness. Finish is baked hammertone gray. **For More Information Circle No. 123.**

DATA-TYPEWRITER TESTER

Hanson-Gorrill-Brian, Inc., 85 Hazel St., Glen Cove, N. Y., makes the Data-Line Typewriter Tester which isolates and



FOR REALLY AUTOMATIC
STAPLING



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the proven automatic
Electric Stapler!

★ Where else can you get such immediate, continuous return for so small an investment? Here's a thoroughly proven electric stapler that quickly pays for itself in time and money because it is completely automatic . . . then Staplex goes right on putting savings in your pocket!

★ In over 10 years proven performance in the field Staplex has broken records for every commercial and industrial application including fastening material, bags, paper, records and others. It's the perfect companion piece for use with collators, photo-copiers, duplicators and other office time-savers.

★ Staples instantaneously upon insertion of work . . . perfect split-second stapling every time. No tiresome hand or foot controls . . . both hands free to work with. Portable . . . plugs in anywhere. Reloads in two seconds . . . nothing to lift, turn or pull out. Simple, quick set accurate adjustment up to 4¼″ in depth.

IN COLOR! **Staplex is now available in Suntan, Mist Green, Dust Blue, Marine Grey, Coraltone (Pink) and Black.**

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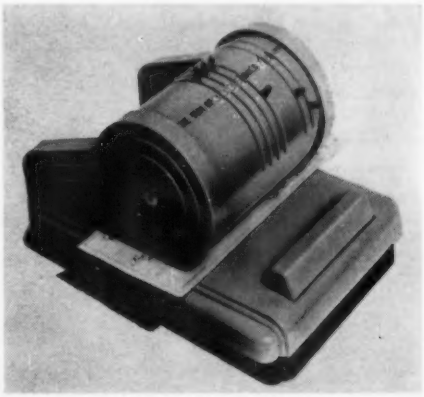
identifies operating malfunctions that manual, low speed testing will not reveal. It also eliminates the expense of operating an entire data system to repair a typewriter, and positively determines whether the typewriter or other system components are faulty. The tester automatically operates each keyboard solenoid electrically in a pre-determined sequence. Malfunctions and momentary hang-ups are readily isolated and identified by comparing the printed test record with a master record. Connecting cables may be ordered for any type or model of solenoid operated typewriter including the IBM Input - Output Writer and Underwood Servotyper. **For More Information Circle No. 451.**

CHECKWRITER

Applied Research Corp., Box 1316, Erie, Pa., offers the Perma-Print check protector which prints the amount clearly and permanently in one operation on any size check. The amount set is read directly through indicator windows. Machine is constructed of durable plastic in



choice of green, gray or beige; fits into a desk drawer. Choice of red or black printing. Re-inking supply is furnished with each machine which is unconditionally guaranteed one year and sells for only $29.50. For literature containing facts about check frauds, **Circle No. 157.**

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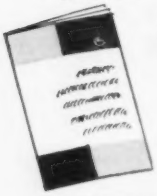

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For More Information Circle No. 392

AUTOMATIC TYPEWRITER

American Automatic Typewriter Co., 2323 N. Pulaski Road, Chicago 39, Ill., makes the 50-paragraph Selector Autotypist, Model 5650, which combines wide versatility with compactness. The cabinet has the same dimensions as the 30 push-button machine, Model 5630: 30″ wide,

33″ deep and 38″ high. Total capacity of the record roll is 250 lines or 17,500 characters. Any combination of paragraph lengths can be used as long as total does not exceed 250 lines. Any of up to 50 paragraphs are selected on the push-button control panel. **For More Information Circle No. 153.**

OFFSET WASH-UP SHEETS

Direct Image Aluminum Plate & Supply Co., 5829 E. Beverly Blvd., Los Angeles 22, Calif., makes Speedy Mat clean-up sheets for cleaning the ink rollers on offset duplicators without removing the rollers. This reduces wash-up time and is said to prolong roller life. The two-sided Speedy-Mats have added wet strength and are made for Multilith 1250 series (serrated and pin-bar), A. B. Dick 350, ATF-15 and Davidson offset duplicators. **For More Information Circle No. 158.**

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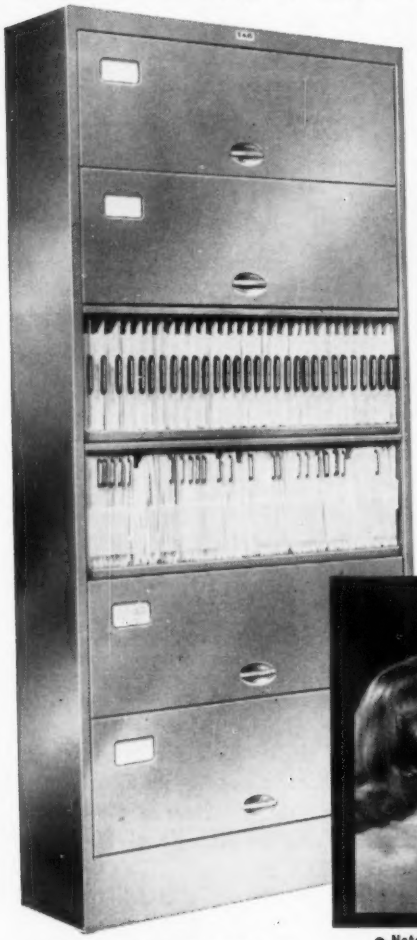

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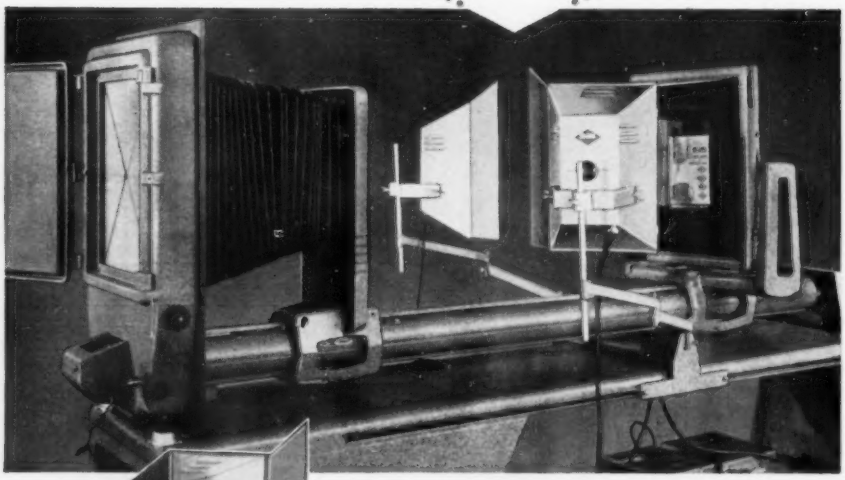

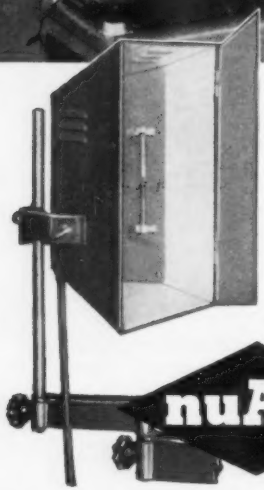

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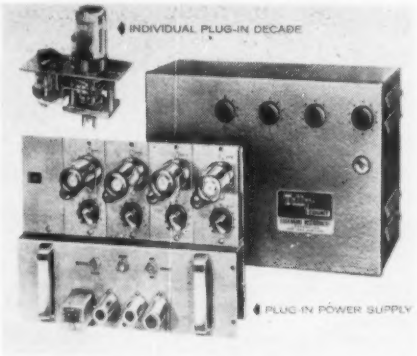
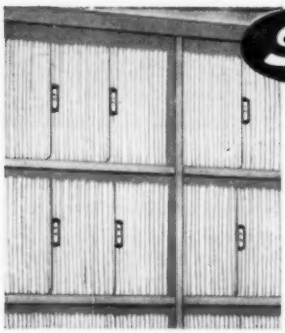
For More Information Circle No. 235

ELECTRONIC COUNTER

Standard Instrument Corp., 657 Broadway, New York 12, N. Y., makes the Tally-Count, a predetermining electronic counter that automatically controls any industrial process involving high-speed counting, such as batching, machine cycling, sorting, materials handling, packaging and unit flow at speeds higher than 100 a second. Electronic counters have no moving parts, no friction, accuracy at high speeds, and trouble-free operation into billions of counts. Individual plug-in decades simplify maintenance, permit user to expand from a two-decade to a three- or four-decade counter with no wiring change. Power supply is also a plug-in unit. Tally-Count may be actuated by relay, photoelectric control, microswitch or a toggle switch. Counting capacity of a four-decade Tally-Count (used as a predetermining counter) is 10,000. As a totalizing counter, with four decades and four-digit mechanical register, counting capacity is 1,000,000. When used as a predetermining counter, the desired number is set by turning selector knobs. When this pre-set count is reached, it closes re-



lay contacts to operate any external device and/or a mechanical register (batch counter). It will simultaneously reset to zero and repeat its counting function indefinitely without loss of count. A toggle



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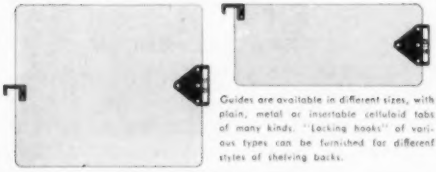
Designed to fit various types of open filing units

. . . available with terminal digit, straight numeric, alphabetical or any special indexing. **Tell us your requirements** — we can supply the guides, folders and indexing you need.

Double face metal tabs available in two sizes. Single face available in various sizes flat or angled.

Smead can supply any style file folder required to do the job, including special side tabbed folders



Guides are available in different sizes, with plain, metal or insertable celluloid tabs of many kinds. "Locking hooks" of various types can be furnished for different styles of shelving backs.

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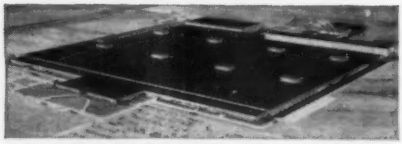

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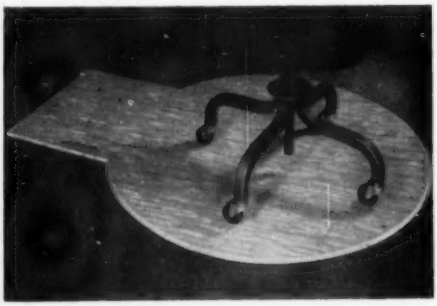
For More Information Circle No. 384

switch permits lock-in of control relay. Release may then be effected manually at the instrument panel, or automatically from a remote point. A 3-decade Tally-Count is $295. Individual decades are $50. Electro-mechanical register is $18 additional, installed. For 14-page Tally-Count brochure, specifications and wiring diagrams, **Circle No. 175.**

CHAIR MATS

Ace Lite Step Co., 1708 S. State St., Chicago 16, Ill., offers chair mats in 36" x 48" round and 36" x 46" rectangular style in four rich colors to match most office color plans: marbleized walnut, gray, green and beige, priced at $27.50 east of the Rockies. In addition, 22 other color



variations will be available at a 10% higher price. Mats are ¼" thick with bevelled edge. The under-side is backed with nylon-reinforced rubber to provide strong friction to floor or rug and prevent creeping. Five to eight years of service is expected from a mat which weighs 20 lbs., individually cartoned. **For More Information Circle No. 152.**

PARALLEL RULER

Eldorado Products Co., 1235 Main Ave., Clifton, N. J., announces the Eldorado Parallel Liner, a precise automatic ruling device for drawing parallel and equidistant lines. Spacings between lines are obtained automatically by setting an indicator to any of 11 desired distances marked on an indicator disk. Unlimited additional spac-

Makes folding fast & easy!

The folder that costs less than a standard typewriter!

This small, light folding machine does away with the drudgery of hand folding and interruptions to office routines—soon pays for itself with only occasional use.

The Pitney-Bowes FH, with semi-automatic feed, double-folds up to 80 letter sheets a minute. (With fully automatic feed, at slight extra cost, it is even faster.) Makes eight different folds. Set it for fold widths wanted by merely moving two knobs. Takes most standard weights and finishes of paper, from 3 by 3 up to 8½ by 14 inches. It even folds sheets stapled together! Can be used by anybody, and costs less than a standard typewriter.

Call the nearest Pitney-Bowes office for a demonstration. Or send coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of new postal rates with parcel post map and zone finder.*

The larger model FM, fully automatic, can fold up to 19,000 sheets an hour.

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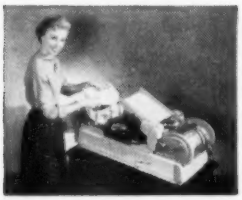

NEW! *PB's 3300-FH combined folder-inserter folds and stuffs 500 bills, letters, etc. in envelopes in 8 minutes! By itself the 3300 hooks onto any PB folder, or can serve as an inserter alone.*

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715 Lexington Ave. Homer City, Penna.

For More Information Circle No. 386

ings are available by in-between settings. Not only are equidistant lines set automatically, but angles from 0° to 45° can be used. The advancement of the lines is made by depressing a push-button on the small gear box. The Parallel Liner comes in two sizes: 12″ ruler is $13.95; 19″ ruler, $19.95. **For More Information Circle No. 186.**

COLORED BALLPEN SET

Scotty Engineering Co., 8 Minna St., San Francisco 5, Calif., offers an Artists' Sketch Set of ballpoint pens which retails for $3.50 and consists of an attractive plastic carrying case of eight Scotty Pens

each with a different colored barrel indicating the color of the ink in the pen. The colors are blue, black, red, green, purple, turquoise, brown and gold. The plastic cases can be specially imprinted. Sample sets are available for $1.75 each. **For More Information Circle No. 139.**

RULER-PUNCH

Rul-R-Punch Mfg. Co., 19361 Sherwood Ave., Detroit 34, Mich., makes the Rul-R-Punch, a ruler which punches papers to fit three or two-ring binders. It is an easy-to-read, 12″ plastic ruler with attached punch clips which punch holes cleanly and correctly to fit binders. The

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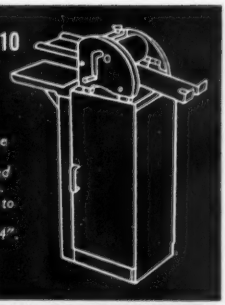
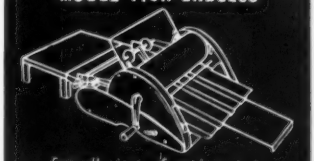


All purpose Model, widely used by schools. Copies up to 9" x 14" or 17" x 14".

MODEL 170H ENDLESS



For all sizes of copies up to "Endless", i.e. 17" by any length.

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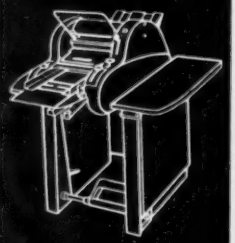
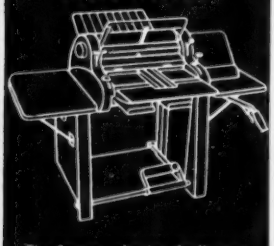
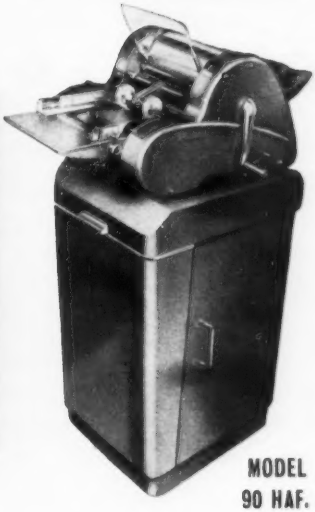


Electric sit-down model, for billing routines and similar applications.

MODEL 170SYMM



The fastest selective duplicator, reproducing one or more lines simultaneously with headings, as well as complete copies.



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For More Information Circle No. 354

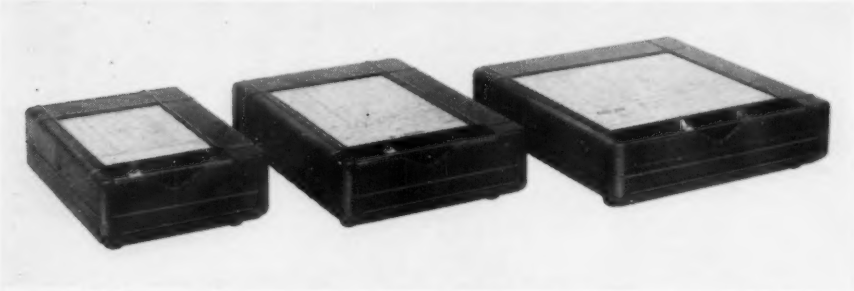
AUTOGRAPHIC REGISTERS

by K&B

The NEW 58KB Portable Autographic Register holds up to 100 sets* of triplicate forms using either cut or roll type carbon.

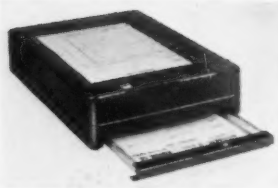
*Depending on thickness of paper.

Available in three case sizes.



1. Holds forms 4" to 4 5/16" wide . . up to 7" long.
2. Holds forms 4 5/16" to 5¾" wide . . . up to 8½" long.
3. Holds forms 6½" or 8½" wide . . . up to 8½" long.

The 58KB Register will issue forms with 5/16" or 3/8" diameter holes and tear offs ranging from 3/8" to 9/16". (Measured from top of holes to perforation).



The 58KB portable is equipped with an automatic file drawer that pops out when mechanism is actuated.

The 58KB portable has the pencil push type mechanism . . . an exclusive K & B feature that provides more positive form alignment.

The 58KB portable has four rubber feet to protect against scratching or scuffing of desk tops, counters, etc.

K & B Registers are sold exclusively through continuous form printers. Write your forms source for prices and information.

Oldest and Largest Manufacturer of Autographic Registers

KRAUTH & BENNINGHOFEN

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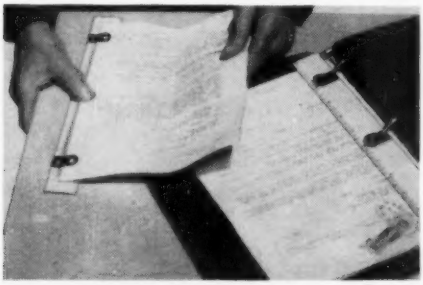
For More Information Circle No. 311

back edge has handy holes which fit rings of any binder allowing it to be kept and used within the binder. The ruler itself is accurate and lightweight. The punch clips



are finest spring steel. Available in both three-hole and two-hole models, the Rul-R-Punch can be imprinted. Retail price of 49c is suggested. **For More Information Circle No. 140.**

FILE TRAY

Hollywood Plastic Arts, Inc., 515 East 9th St., Los Angeles 15, Calif., makes the Duro Tote Box No. 620 which is used to hold records on the desk before and during processing, and on shelves after

processing. Made of U. S. Royalite rubberized plastic, light in weight and formed in one piece with no sharp edges. It will not chip, break or crack under normal use; nor mar desk or table tops. United Parcel Service uses the boxes to file records by the week. **For More Information Circle No. 120.**

5 WAY

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. . . with this lightweight aluminum portable easel. Rigidly supported on four legs. Arlington's easel combines beauty and utility.

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SELF-ADHESIVE LABELS

PeeCee Tape & Label Co., 521 N. La Brea Ave., Los Angeles 36, Calif., makes an extensive line of stock labels which

come on flat sheets and adhere without moistening. Designs are available for most business uses including office, shipping, industrial, instructional, merchandising and promotional. Blank labels in a wide variety of sizes and shapes are easy to mark or type on. For a catalog brochure showing the labels in color, and containing specifications and prices, **Circle No. 190.**

RULING PEN

Clover House Dept., Box 1107, Santa Monica, Calif. makes a draftsman's pen that fills itself at the touch of a button, with no ink on the outside of the nib. This has been made possible by a new

cartridge-loading design. The cartridge is said to hold ink for 55,000" of ruled lines. The draftsman fills the pen by pushing the button with his thumb. When exhausted, the cartridge can be replaced in a matter of seconds. $5.95. **For More Information Circle No. 104**

Smith's OPNWINDO® Metal Tabs solve filing problems at LOW COST!

Adjustable OPNWINDO® metal tabs make it easy, economical to expand or revise your present filing system; start a new system; or convert to shelf filing. Available in 1 and 2 inch widths, the tabs are complete with clear or colored plastic label covers.

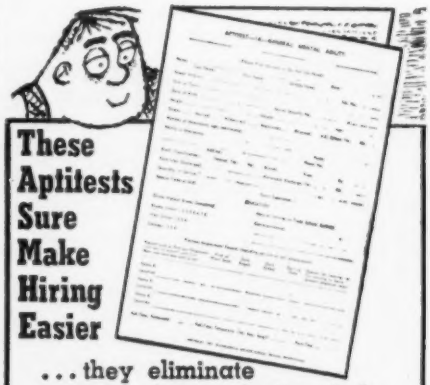
If not available from your dealer, write to

CHARLES C. SMITH, INC.
EXETER, NEBRASKA

For more than 60 years, a complete line of time-saving signals and indexes

SEE OUR EXHIBIT—BOOTH M23
N.S.O.E.A. CONVENTION, CONRAD HILTON HOTEL, CHICAGO

For More Information Circle No. 426



These Aptitests Sure Make Hiring Easier

... they eliminate guesswork in selecting help

At last . . . brief, easy to administer and grade aptitude tests for small or medium businesses. Perfected by nationally known psychologists . . . assure accurate, scientific employee selection . . . reduce costly job-training. Introductory set of 8 classifications—$10.00, postpaid —MONEY BACK GUARANTEE.

Send trial order now or write for FREE literature.

APTITESTS 31 South Carpenter Ave. Indiana, Pa.

For More Information Circle No. 427

Vari-Typer®

the machine with 1,000 Faces

Vari-Typer, with its instantly changeable type, in limitless combinations of styles, sizes and spacings, provides low-cost office composition for forms, bulletins, reports, price sheets and other vital printing and duplicating needs.

for any duplicating process

This 'ad' was Vari-Typed. Headlines by Headliner.

A SUBSIDIARY OF
ADDRESSOGRAPH-MULTIGRAPH CORPORATION

LOOKS LIKE A TYPEWRITER... WRITES LIKE PRINTING!

NAME .....

COMPANY.....

ADDRESS.....

CITY ..... ZONE.... STATE.....

For Full Information, Fill in and Mail to Dept. S95

VARI-TYPER CORPORATION

720 FRELINGHUYSEN AVENUE, NEWARK 12, N.J.

For More Information Circle No. 315

SUPPLIERS OF EXPERTLY CONSTRUCTED

SILK FABRICS

AND

NYLON FABRICS

FOR MANUFACTURERS OF
QUALITY TYPEWRITER RIBBONS

BOMONT, INC.

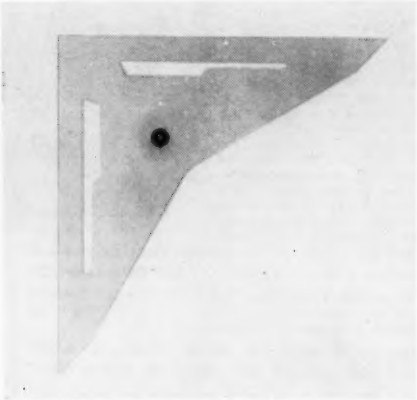
21 WEST STREET, NEW YORK 6, N. Y.

TELEPHONE HANOVER 2-5425

For More Information Circle No. 244

TRIANGLE

Alvin & Co., Windsor, Conn., has designed a serviceable Triple-Angle triangle which utilizes the functions of three triangles (45°/90° and 30°/60°) and built-in slot guides for ⅛", ¼", 3/16" and ⅜" lettering, for use where limited equipment

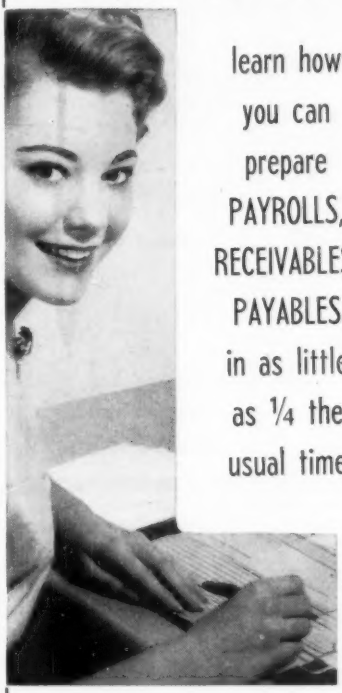


is required. Made from dimensionally stable, 100% transparent acrylic 0.100" Plexiglas. Equipped with a convenient lifting knob for quick manipulation. Supplied in polyethylene protective wrap, individually boxed. The 8" size is $2.75; 10", $3. Also in fluorescent acrylic plastic: 8", $3; 10", $3.25. **For More Information Circle No. 145.**

SADDLE STITCHER

Macey Co., 5350 West 130th St., Cleveland 30, Ohio, announces that the Macey Stitch-A-Fold portable saddle stitcher, which stitches single sheets or flat signatures in the center of the book and makes the last fold automatically, can now be attached directly to a folding machine. Previously it could be operated separately or attached only to a Macey collator. Attaching the Stitch-A-Fold to a folder permits saddle-stitched booklets with self-covers to be produced in one operation. The operator of the folder controls both units automatically. Over 5000 books per hour can be produced in sizes from

FREE!—Handy Informational Booklets on MULTI-RITE "one write" Pegboard Systems



Just off our presses, here are eight illustrated booklets with complete details on 22 time-tested "one write" systems designed to save time, improve control and cut record keeping costs.

Each is jam-packed with ideas applicable to nearly every type of business . . . plus an all new brochure on peg-strip data processing. Check items of interest and attach to your letterhead.

☐ Payroll Systems ☐ Accounts Receivable ☐ Accounts Payable ☐ Time Payments ☐ Drs. Systems ☐ Hospital Systems ☐ Insurance Systems ☐ Peg-Strip Systems.

THE C. E. SHEPPARD CO.
44-03 21st St., Long Island City 1, N. Y.

For More Information Circle No. 428

CONTINUOUS FORMS, inc.

TEmple 1-9080 — 4490 Cass, Detroit, Mich.

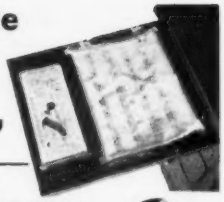
72 HOUR SERVICE

- **CUSTOM FORMS**
- Continuous Checks
- Full Body Imprints
- Headings & Vertical Rules
- Crash Imprinting
- Continuous Offset Mats
- Silver Outs & Overprinting

Representatives in Principal Cities

For More Information Circle No. 432

Do You Have "DESK-SHELF MESS?"



clean it up with a

VISO-DESKPLATE

Be rid of dirty, taped and torn sheets on your desk shelf! The new heavy gauge plastic Viso-Deskplate keeps calendars, schedules, phone lists neat and clean.

Crystal clear—smooth to write on—unbreakable. Dirt or ink spots easily wiped off. Self-sealing hinge—just lift front edge to change material. Standard size 12½" x 15"—special sizes on request.

ORDER TODAY—SATISFACTION GUARANTEED

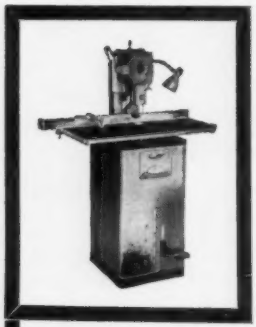
If your stationer does not have Viso-Deskplate, we ship postpaid for check with order (or open account to rated companies).

One for $2.95 Six for $16.80 Twelve for $31.85

Send dealer's name with order. Literature and sample on request.

D. C. HEY CO., Inc. • Dept. O, 2110 Nicollet Ave., Mpls. 4, Minn.

For More Information Circle No. 434



Biggest Value of All Time!

The small investment in a PIONEER PAPER DRILL is soon repaid and then goes on making money for you instead of someone else. Eliminates costly time-consuming "farming-out."

You pay for a PIONEER whether you buy one or not.

Anyone can operate. A production machine with such quick set-up that short runs are a special delight. Accessories for cornering, slotting and slitting.

Send for Literature Now.

PIONEER

1130 NEBRASKA • TOLEDO 7, OHIO

For More Information Circle No. 433

ZIP-O-RITER

Addresses Directly from Card Files

Writes Headings On Work Sheets Accounting & Tabulating Forms

INDISPENSABLE FOR MANY OFFICE ADDRESSING & DUPLICATING PROBLEMS.

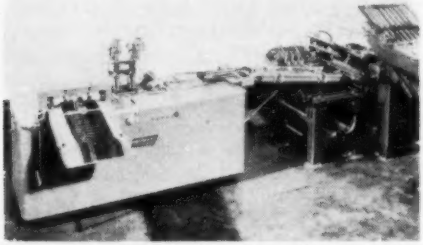
Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.

S & M DISTRIBUTING CO.

3875 GARLAND ST., WHEAT RIDGE, COLORADO

For More Information Circle No. 435

3½" x 5½" to 8¾" x 11¼". The Stitch-A-Fold can be placed at any bank on the folding machine for books of 8, 16, 32 or 64 pages. Its portability allows position-

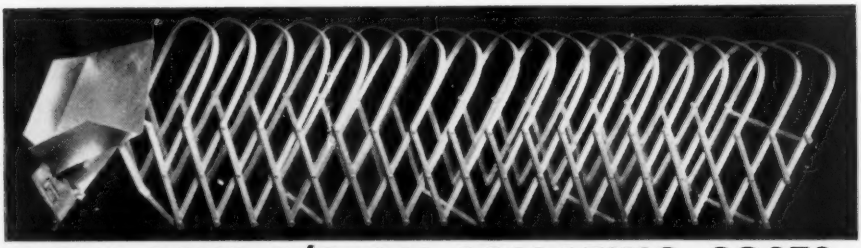


ing and set up in less than five minutes on most folding machines, and it can be rolled away for storage between jobs. **For More Information Circle No. 113.**

STEP & REPEAT MACHINE

Bar-Plate Mfg. Co., Boston Post Road, Orange, Conn., makes Bar-Plate Micro-Perfect Step & Repeat Machines which will step plates, negatives and autopositives in two directions wtih an accuracy of ±.002" and with speed and flexibility. The principle of the Bar-Plate machine

is such that even a day, month, or year later reproductions can still be obtained to an accuracy of ±.002". Micro-Perfect



YOU SAVE 2/3 ON COLLATING COSTS

Prove It In Your Own Business At Our Expense

Built of sturdy, light aluminum, Evans Gathering Rack (18 sections holding 500 sheets each) fractures collating time, improves morale. Folds compactly, rubber mounted. Complete with exclusive Speedy Jogger to neatly increase speed. $35.00. Send no money for free postpaid 10-day trial.

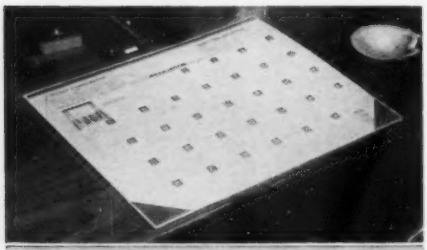
"Evans aids to efficient office operation"

EVANS SPECIALTY COMPANY, Inc.

P. O. Box 8128-O Richmond, Virginia

For More Information Circle No. 393

Your desk top personal secretary



DOUBLE-DUTY DESK CALENDAR PADS

...for EVERY desk in every office

Here's an indispensable help for busy people who can profit by a permanent, visual record of daily transactions, appointments, expenses and personal business notes.

It's the new, 12-month, full-size desk calendar pad, made in convenient size (17½" x 22½"), attractively designed and produced. Twenty-four pages to a pad (one duplicate for each month hidden from view to insure privacy) are printed in soft brown to match the luxurious-looking leatherette binding and corners.

Desk calendar pads are available at your stationer for just $3.50 each—or you can order them direct by using the coupon below. For quantity orders, for use in your own offices or as business gifts, we recommend imprinting your pads with your own message. Details and prices on request.

AVAILABLE FROM YOUR STATIONERY DEALER, OR:

DOOLITTLE & CO., INC.
320 N. Dearborn St., Chicago 10, Ill.

Please send me ..... Desk Calendar Pads for myself and my staff. Enclosed payment of $.....

Signed .....

Company .....

City & State .....

For More Information Circle No. 424

Step & Repeat Machines are available in four sizes: 20" x 24", 30" x 40", 46" x 54" and 50" x 70". The method used is a precise glass chase (± 1 minute) that holds the negative. The positioning is accomplished by three cross lines on the chase. The movement of the chase is manual. The chase is held in place against two straightedges on its indexed sides and by vacuum pressure on the other two sides. Each straightedge is held securely in position by the T-slide locating pin. The straightedge has a corresponding hole in the center that slips over the T-slide pin. The T-slide moves over the T-bar and locks in any desired position. Any person can be trained in one hour to step up work with an accuracy of ±.002". **For More Information Circle No. 187.**

EYEGLASS CLEANER

Woodlets, Inc., 2048 Niagara St., Buffalo 7, N. Y., makes Ozicote eyeglass cleaner in a pocket size spray dispenser which provides 250 measured applications.

Ozicote makes lenses optically clear, fills microscopic surface scratches and leaves a protective silicone film on the lens. Retails at $1. **For More Information Circle No. 446.**

HEAVY MACHINE WASHER

Wilhelm Dreusicke & Co., K.G., Lutzowstr. 3, Berlin W 35, Germany, makes the Drego Senior washing machine for cleaning heavy bookkeeping machines, cash registers, etc. Machines are placed on carriage which moves on rails leading to

a turntable inside the machine. There are eight variable spray nozzles and a swivelling nozzle for manual operation. The Drego high capacity electric blower dries machines after washing. The blower is protected against explosions and equipped with two tubes. **For More Information Circle No. 107.**

INSTANT PLASTIC LAMINATION

Clear Plastic sheets bind to each other—sealing any flat object in between. No machines, heat or other treating required. Guaranteed to protect against moisture, tearing, soiling, etc. Lasts indefinitely . . . will not discolor, harden or crack. AVAILABLE IN VARIOUS SIZES. WRITE FOR **FREE BROCHURE. Dept. A-9**

PLAIN-VU, CARR CORP.
3407 Prospect, Cleveland 15, Ohio

For More Information Circle No. 395

STEP-UP TYPING PRODUCTION*

Huron Copysette
PULL OUT Style

Pre-aligned carbons and second sheets for typewritten copies.

* Huron Copysette's pre-aligned method increases production of typewritten copies and provides copies of uniform legibility. More copies are produced per day at a lower cost per copy because HURON COPYSETTE gives the stenographer more time for typing by reducing preparation time. Each second sheet carries its own fresh carbon for sharper, more readable copies . . . copies are cleaner, too!

STATIONERS . . . we invite your inquiries.

Please send to me without obligation free samples of HURON COPYSETTE. 9

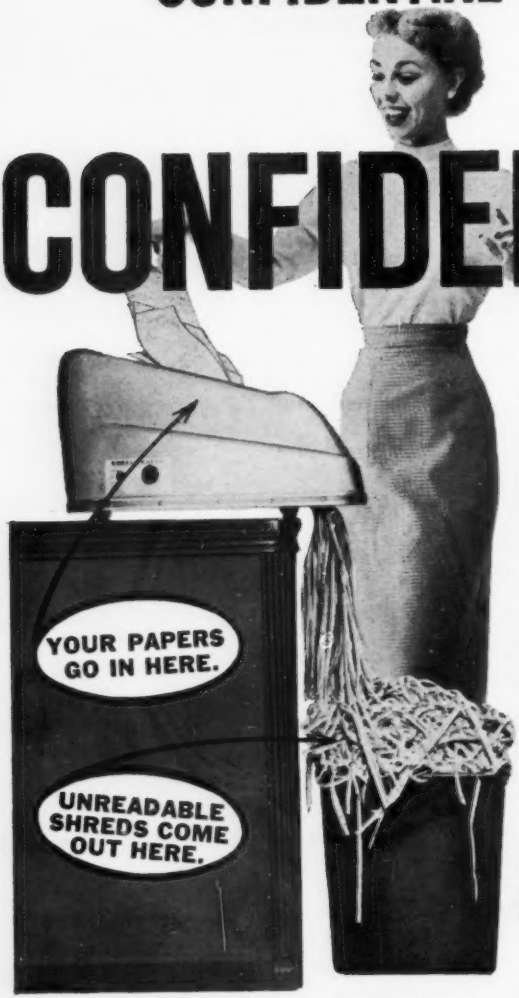
Name_____
Company_____
Street_____
City_____ Zone____ State_____

PORT HURON SULPHITE & PAPER CO., PORT HURON, MICH.

For More Information Circle No. 397

NEVER BEFORE SO SAFE, SO SURE A WAY TO KEEP CONFIDENTIAL PAPERS—

CONFIDENTIAL



Keep your confidential papers and records from the prying eyes of unauthorized persons by quick, easy destruction right in your own office with the SHREDMASTER Bantam 10. Anyone can operate. Just drop papers in and unreadable shreds come out. Exclusive gravity feed provides quicker shredding. Gives greater capacity by shredding multiple thicknesses of paper. Handsome, modern design and clean, noise free operation suitable to any office. Yours at a new low price.

FREE: Illustrated descriptive folder giving details of **10 Day Free Trial.** Just write today to

Room 1430,
75 Varick Street,
New York 13, N. Y.
and ask for Circular 53.

THE SHREDMASTER CORPORATION

A Division of
Self Winding Clock Company, Inc.

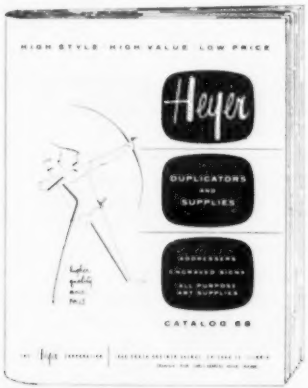
Manufacturers of the **Clipper 14**, only heavier duty shredding machine suitable for office use.
Sales and Service in principal cities in U. S. and Canada.

For More Information Circle No. 288

Literature from the Manufacturers

Duplicators and Supplies

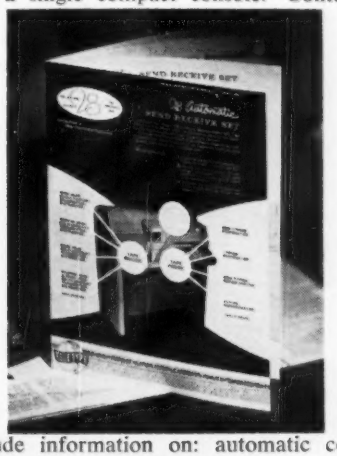
Heyer Corp., 1821 S. Kostner Ave., Chicago 23, Ill., announces that their 55 years of duplicator manufacturing, improvements in spirit, gelatin and stencil equipment, and new merchandise that makes professional copy preparation easy for all duplicating processes, are keynotes of their 55th anniversary catalog dedicated to the memory of the late T. A. Heyer, founder and president of the company for 55 years. Each process and product line is



in separate sections of the book, quickly reached by die-cut index tabs. The index page presents a brief explanation of each process, aligned with the index tabs. A ten-page section displays Conqueror spirit duplicators and the complete line of spirit duplicating supplies. There are two pages on the Heyer Portable Addresser, Portable Printer, Dupli-Kit and supplies. Stencil duplicators and supplies occupy eight pages, followed by five pages of gelatin duplicators and supplies. New with this issue is a section of Heyer All-Purpose art supplies, featuring the new Superscope, Clearoscope, lettering guides and pens, styli, shading plates, cartoon and idea books and other items that can be used interchangeably for all processes. A final section illustrates and describes the new Heyer line of desk, door, wall and hanging signs, and introduces the Heyer rural mailbox sign. The three-color back cover illustrates the Trend Cabinet which has many uses in addition to being a duplicator stand and cabinet. For a copy of this useful duplicating catalog, **Circle No. 170.**

Data Transmitter-Receiver

Teletype Corp., Dept. T.O.2, 4100 W. Fullerton, Chicago 39, Ill., has published a 16-page, fully illustrated brochure describing the new Teletype Model 28 Automatic Send-Receive Set, a packaged unit combining a complete array of facilities into a single compact console. Contents



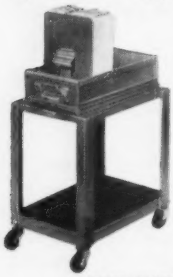
include information on: automatic communications, new transmission speed, tape punching, tape reading, by-product tapes, printing on tape, printing on forms, data processing, data transmission, data storage, aids to IDP, robot brain, reducing clerical lag, etc. For the booklet, **Circle No. 447.**

See how . . .
AT THE
SAME OLD STAND
ROOM 612-A
NSOEA
CONVENTION
CHICAGO

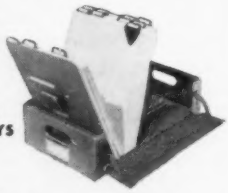
SALES SOAR

autoMATICally with P.E.C. "MATIC" posting equipment

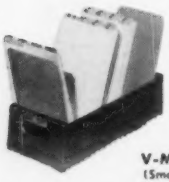
SOLD because they are engineered and built for USE



DUO-MATIC POSTING TRAYS AND STANDS

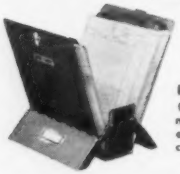


PORTA-MATIC POSTING TRAYS AND STANDS



TILT-O-MATIC TRAYS (For Register Forms)

V-MATIC TRAYS (Small Capacity Containers)



HANDI-MATIC TRAYS (For writing board and machine accounting records requiring small capacity containers.)

Write today for our new, complete catalog.

P.E.C. M-L ASSOCIATES
MEAD-LEE Associates
SOLE DISTRIBUTORS FOR
POSTING EQUIPMENT Corporation
1721 Elmwood Ave., Buffalo 7, N. Y.

For More Information Circle No. 399

Lightweight Paper

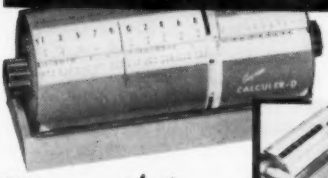
Fletcher Paper Co., 20 N. Wacker Drive, Chicago 6, Ill., offers a colorful folder describing Alpenopake, a 12-lb. paper for offset or letterpress printing. The folder is printed in three colors on Alpenopake and provides an excellent press demonstration of the paper's halftone, line and type printability. Press performance is

amply described. Fletcher recommends this opaque lightweight paper for forms, broadsides, direct mail, envelope enclosures, airmail, multiple copies and many other advertising uses. It is also recommended wherever lightweight paper is desirable for postage economy, or where lack of bulk would be advantageous. Available in white and six bright colors. For the folder, **Circle No. 171.**

Computer Programming

Bendix Computer Div., 5630 Arbor Vitae St., Los Angeles 45, Calif., offers a four-page bulletin describing a new programming method (known as Intercom 1000) for use with the Bendix G-15 general purpose digital computer. This is a simplification of the process of writing instructions to a computer. The system can be learned in four hours or less, with no previous computer experience. Decimal input-output is accomplished without any adjustment or decimal points or use of exponents. Thus, the programmer-operator

"SPLIT-SECOND"
PAYROLL TAX COMPUTER



PAYS FOR ITSELF IN 30 DAYS

THE *Ayres* CALCULER-D

A twist of the fingers, and complete F.I.C.A. and Withholding Tax deductions appear on a single line, right before your eyes. Cuts figuring time in half. Used by concerns employing from 2 to 20,000. $15.70 postpaid.

Interchangeable drums permit changing charts for tax revisions. Used for any payroll schedule. Government approved calculations.

SOLD ON 30 DAY TRIAL GUARANTEE

See your local stationer or write to:

AYRES CORP • Box 1081 WILMINGTON, CALIF.

For More Information Circle No. 284

CATCH ALL THOSE PHONE NOTES

on this new patented "smart alec" CONTINUOUS ROLL PAD.

5.95

Comes complete with attached pencil and loose memo sheets

Right or left hand—operates by turning knobs. The low writing surface is easiest to write on. Convenient, practical, $5.95—at your dealer or will be sent post paid if check accompanies order. 15 day money back guarantee.

DEALERS . . . WRITE FOR DISCOUNTS

WECKESSER COMPANY
5711 NORTHWEST HIGHWAY • CHICAGO 46, ILL.

For More Information Circle No. 285

THE
"KOH-I-BALL"
. . . the New Double-Ended Ball-Point Pencil

• writes RED • writes BLUE

another Koh-I-Noor exclusive . . . the only two-in-one ball point pencil of its kind on the market.

- *polished brass nose-pieces*
- *light wooden barrel*
- *full-length red & blue ball-point inserts (easily replaced with available refills)*

Packed either 12 Koh-I-Balls on a display card or in a dozen box.

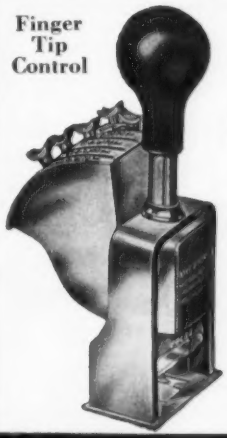
Retail price 49c
trade and quantity discounts available.

Koh-I-Noor Pencil Co.
Bloomsbury, New Jersey

For More Information Circle No. 286

AMERICAN SPEED SET
Gear Construction Numbering Machines

Finger Tip Control



Model 43

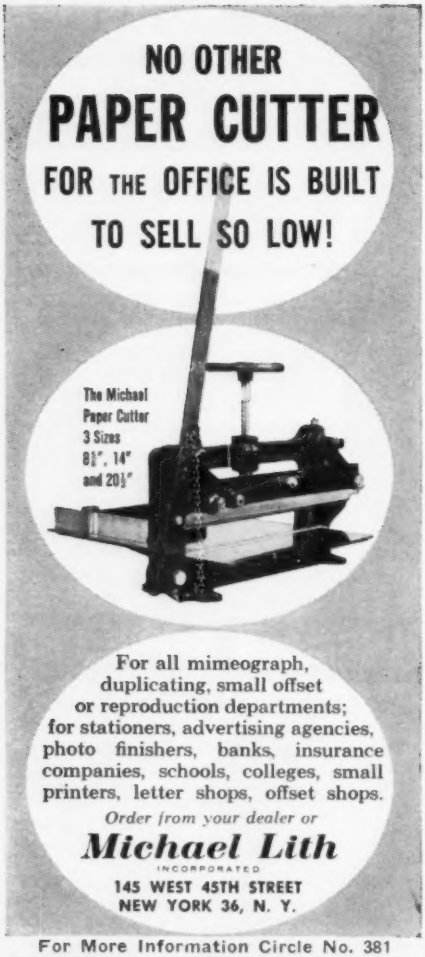
Wheels engraved with figures, letters, fractions, etc.

Any Number Quickly Brought Into Printing Position

WRITE FOR SPECIAL FOLDER

AMERICAN NUMBERING MACHINE CO.
ATLANTIC AND SHEPHERD AVENUES
BROOKLYN 8, NEW YORK
BRANCH—105 W. MADISON ST., CHICAGO 2, ILL.

For More Information Circle No. 287



For More Information Circle No. 381

For More Information Circle No. 382

need not know scaling or any special number systems. Input-output numbers can be up to 12 digits. Computation and optional input-output are in floating decimal point form with a positive or negative range of magnitude from 10^{-38} to 10^{38}. Punched card input-output accessories may be used with Intercom 1000, as well as 1,200,000 words of auxiliary magnetic tape storage. The computer's typewriter, tape punch, and magazine loaded photoreader provide basic input-output. Subroutines for common functions are included and may be used with one command. Complete debugging facilities are also provided. For this bulletin, **Circle No. 173.**

Building Prestige by Mail

Pitney-Bowes, Inc., Stamford, Conn., has published a 12-page, color-illustrated brochure, "How to Increase the Prestige of Your Mail", which points to the postage factor as an important but often overlooked influence in building business prestige through the mail — in ordinary correspondence as well as in advertising mail. Exhibits of metered mail, case studies, and a table of relative effectiveness of the pulling power of various forms of postage are shown, together with data showing that postage meters have been made practical for the small office, with light daily mail, as well as larger companies. A chart shows that one out of every three users of the small desk-model meter, for example, spends an average of as little as a dollar a day for postage. For this booklet, **Circle No. 138.**

Cost Reduction

Manpower, Inc., 820 N. Plankinton Ave., Milwaukee, Wis., analyzes the various areas of office operation and gives suggestions for improvements in a booklet, "100 Ways to Improve Efficiency — Save Money in Your Office." The booklet considers the various office expenses and points out proper planning procedures which will effect improvements. Discussion is given to the proper planning of office work, budgets, physical office, stor-

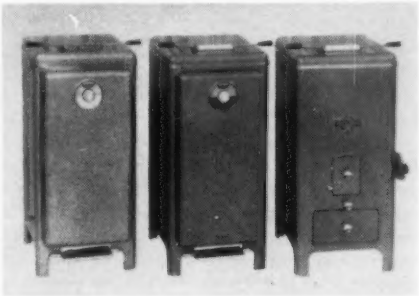
age, forms, selection and promotion of employees, training employees and supervisors, office equipment, mail department, telephone service, filing and record retention and other office methods. Manpower, Inc., does work for offices, factories, stores and warehouses during their peak seasons, vacations and work overload periods with its own bonded employees. Its 150 offices are located coast to coast and overseas. For the booklet, **Circle No. 183.**

Maintenance Management

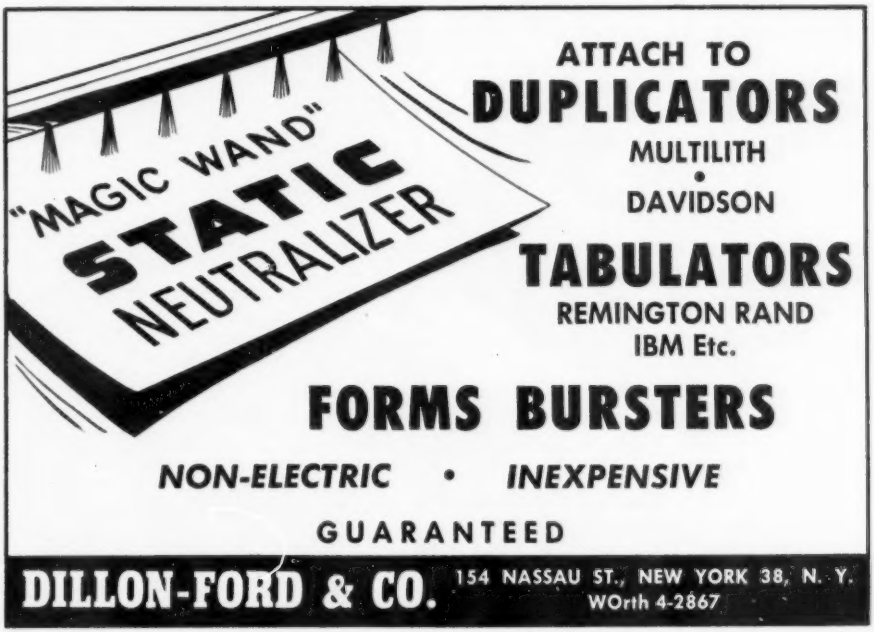
Remington Rand Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y., has published a 12-page, illustrated folder describing maintenance management programs. Maintenance management is comprehensive in its scope. Not only does it assume the responsibility for repair, construction and prevention programs, it involves the proper utilization and scheduling of maintenance craftsmen and the control of ever-increasing inventories. The detailed program is described in five different areas: equipment records, preventive maintenance scheduling, maintenance project scheduling and controlling, classifying the maintenance inventory and inventory control. For this folder, **Circle No. 172.**

Incinerators

Waste King Corp., 3300 East 50th St., Los Angeles 58, Calif., offers specification sheets describing three recent additions to



the Waste King indoor incinerator line. The literature contains complete specification data, photographs and cutaway draw-



For More Information Circle No. 388

ings covering the Waste King smokeless, odorless; Deluxe 900; and Custom 900 incinerators. The new models round out a line of five indoor incinerators, designed to meet virtually every office need regardless of budget limitations or local air pollution problems. For this literature, **Circle No. 185.**

P.O.P. Display Frames

Arlington Aluminum Co., 19007 W. Davison, Detroit 23, Mich., offers a six-page, two-color, illustrated brochure describing the use of aluminum changeable message display frames for program continuity at the point of purchase. Designed to assist advertising and sales promotion people with the use and selection of display frames for a series of posters, the brochure lists aluminum frames available for immediate delivery and examples of special frames to meet particular program requirements. Also described are aluminum's advantages of higher dealer acceptance, long-life with little maintenance and silver-satin, lithography-enhancing beauty. For the brochure, **Circle No. 167.**

Credit Payment Accounting

Royal McBee Corp., Port Chester, N. Y., has issued a brochure on the use of its McBee Poster for time payment applications. With one writing the Poster creates all needed records, without danger of transcription error. Keysort ledger cards are notched around the edges and can be Keysorted quickly and automatically for any desired information, invalidating the need for cross-indexing, duplicate cards or separate records. The brochure also features the McBee Handiprinter, a portable spirit duplicator. The Keysort ledger cards have apertures covered by a special carbon. The ledger card is the master for use with the Handiprinter. Once created, it allows mechanical forms heading and envelope addressing for mailing delinquency notices, promotional material, etc. The danger of misspelled names and addresses

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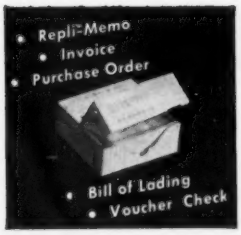

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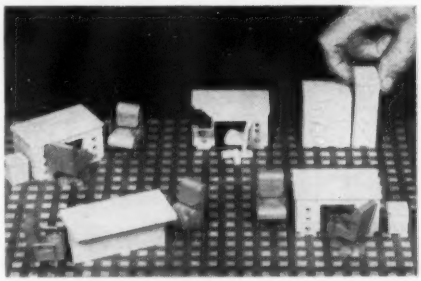

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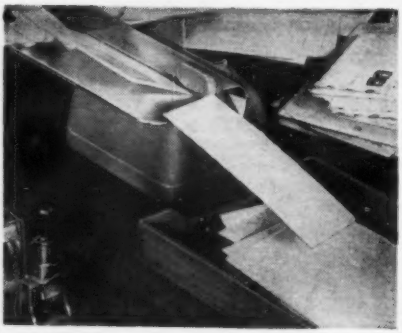

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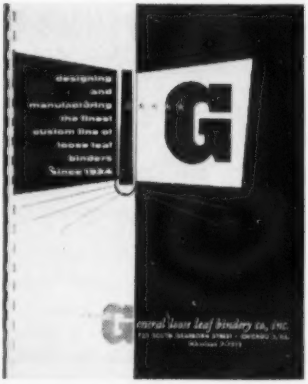
is eliminated. The manufacturer claims major clerical time is saved. For this brochure, **Circle No. 184.**

Loose Leaf Binders

General Loose Leaf Bindery Co., 720 S. Dearborn St., Chicago 5, Ill., offers its 30-page catalog featuring fine loose leaf binders. The catalog cover is made from Coverlex, a new latex impregnated fiber.



The front cover is embossed and silk screened in two colors. Slide Ring plastic loose leaf is used for binding to permit easy sheet changes in the future. The catalog features the patented Picture Window label holder ring binder, vinyl ring binders, a complete line of catalog covers and the new economy line of ring binders. For a free copy, **Circle No. 177.**

Adder Touch System

Facit, Inc., 404 Fourth Ave., New York 16, N. Y., offers a large three-color display chart, designed to instruct efficient touch operation of 10-key adding machines. Printed in large, easy-to-read type, chart is 27½" x 39¼" and shows the adding machine's keyboard, and a drawing of the right hand. Fingers on the hand are numbered and lettered to correspond with the numbers and letters on the keyboard, indicating which finger operates a specific key. Explanations and the specific uses of each of the figure keys are noted in a con-

cise, simple style, making the chart ideal for school classrooms and business training courses. Send 10c in stamps to cover handling of chart.

Computer Bibliography

Remington Rand Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y., offers a new bibliography of computer literature, for which **Circle No. 114.**

Paper Joggers

Syntron Co., 715 Lexington Ave., Homer City, Pa., offers a folder on their electromagnetic vibrating paper joggers. It gives complete descriptions, data and specifications for five standard single-action joggers, three bin-type joggers and three double-action tilting rack joggers. For this literature, **Circle No. 168.**

Caster Wheels

Faultless Caster Corp., Evansville 7, Ind., offers a catalog, Number 157W, devoted to industrial wheels. Illustrations and specifications for a full range of wheel types, sizes and with various bearings are shown for use in casters or independently on hand trucks, dollies and other portable

equipment. A wheel selection table helps choose the correct wheel to assure utmost utility from portable equipment, casters, etc. For the catalog, **Circle No. 169.**

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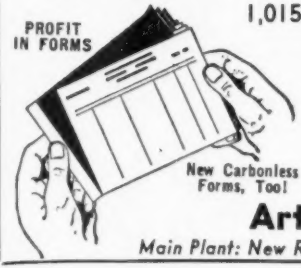

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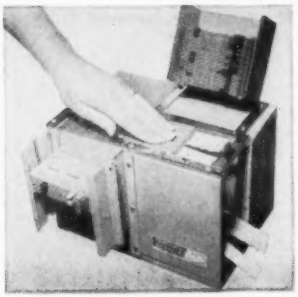

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For More Information Circle No. 402

News of the Office

Heads Controller Foundation

Robert L. Dickson

Robert L. Dickson, administrative vice president and controller, Walter Kidde & Co., Belleville, N. J., was elected president of Controllership Foundation, Inc., research arm of the Controllers Institute of America. He succeeds Harold A. Ketchum, financial vice president, Federal Pacific Electric Co., Newark, N. J.

TIMS Annual Meeting

The 5th Annual International Meeting of the Institute of Management Sciences will be held at the Sheraton Hotel, Philadelphia, Oct. 16-18. Speakers will deliver technical and semi-technical talks on programming, decisions, games, simulation, accounting, queueing, automata and value theories, systems engineering and communications. Details from the Institute of Management Sciences, 250 North St., White Plains, N. Y.

Want to Play Smart?

Registrants at the International Systems Meeting in Pittsburgh, Oct. 13-15, will have a chance to play "smart" when they take the Systems Managers' Administrative Rating Test, developed by the Wharton School's Taylor Management Laboratory. Information on the meeting can be had by writing: 1958 International Systems Meeting, Parlor 70 M, Penn-Sheraton Hotel, Pittsburgh 19.

NSA Reelects Miss Jennings

Clare H. Jennings

Clare H. Jennings, CPS, of Chicago, was reelected president of the National Secretaries Assn. (International) at their annual convention in Minneapolis. Miss Jennings has been secretary to Charles Bayard Hankel Jr., attorney-at-law, for the past eight years. Her previous 11 years experience was in scientific and construction fields.

Systems Courses in N. Y.

Five courses are offered this fall in the systems and procedures program of the Management Institute at New York University, according to Dr. Denis Sinclair Philipps, director of the institute: "Simplifying Office Systems and Procedures," "Design and Control of Business Forms," "Methods Analysis for Procedures Improvement and Office Automation," "Developing Managerial Abilities," "Development of Administrative Abilities." Information from Dr. Philipps, Management Institute, 1 Washington Sq., N., New York 3.

LPG-30 Users Conference

The first national meeting of the LGP-30 Electronic Computer Users Group was held in Chicago July 29-31. Users representing over 50 firms, plus personnel from Royal McBee Corp., exchanged information of general interest and discussed various simplified programming methods now

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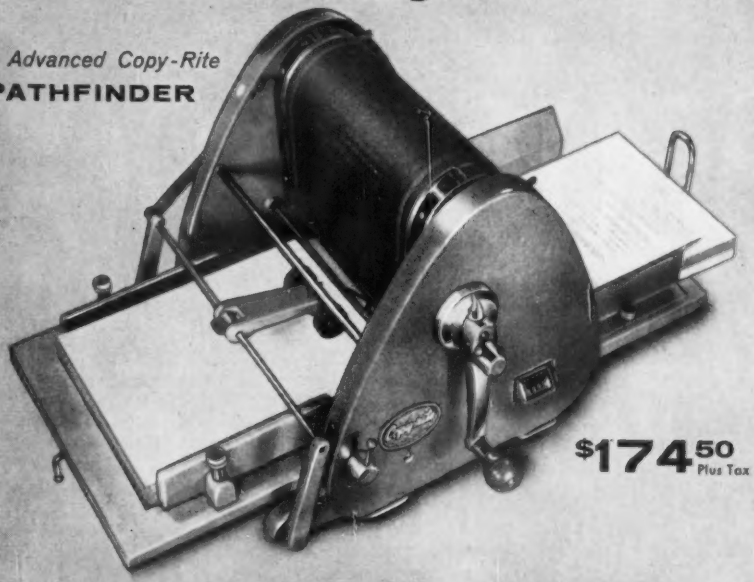

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available. The meeting was opened by A. T. Craft, vice president for data processing division sales of Royal McBee, and Prof. William Smith, head of the Computer Laboratory at Lehigh University. Users received brief instruction in the use of the new 342 Photoelectric Reader and Punch now available as auxiliary equipment with the LGP-30.

Report on Handwriting

"The Second R, 1958," a 16-page report on handwriting in the U. S., was issued by the Handwriting Foundation, 1426 G St., N.W., Washington 5, D. C. It describes the teaching and use of handwriting in schools, business and social situations and concludes that "the resurgence of interest in handwriting will become greater during the coming year."

Dr. T. Ernest Newland of the University of Illinois, was appointed to membership on the advisory committee of the Handwriting Foundation, it was announced by Frank L. King, executive secretary. Other members of the committee are: Dr. John Guy Fowlkes, University of Wisconsin; Dr. Frank N. Freeman, University of California; Dr. Ernest Horn, University of Iowa; Dr. C. W. Hunnicutt, Syracuse University; Dr. James F. Redmond, New Orleans school system.

Coffee-Break Literature

Aside from the pleasure of coffee drinking, there are sound practical and scientific reasons why the coffee-break has become an American custom, according to the Pan-American Coffee Bureau, 120 Wall St, New York 5, which offers a folder entitled, "The Coffee-break: Why It Helps Efficiency, Morale, Safety."

N. Y. Records Conference

Records Management Assn. of New York will hold a conference at the Essex House, Oct. 23, themed to "Records Management for Better Management." The conference date was chosen to coincide with the National Business Show. For a copy of the program, contact Anna E. Brennan, Equitable Life Assurance Society, 393 Seventh Ave., New York 1.

Engineering-Management Clinic

The 22nd Annual National Industrial Engineering & Management Clinic, sponsored by the Industrial Management Society, will be held Nov. 5-7 at the Sherman Hotel, Chicago. A special seminar, "Executive Techniques for Industrial Engineering," will be held Nov. 4-5. Details from Industrial Management Society, 330 S. Wells St., Chicago 6.

N.Y. Execs' Ideas on Grooming

A young man just out of high school who appears for job interviews in a homburg, an unmatched suit, an Elvis Presley haircut and two-tone, crepe sole shoes is a likely candidate for the relief rolls, according to a survey taken by the Office Executives Assn. of New York. The 206 executives who took part in a poll on good grooming voted that the worst outfit a girl high school graduate can wear when job-hunting is a large hat, no stockings,

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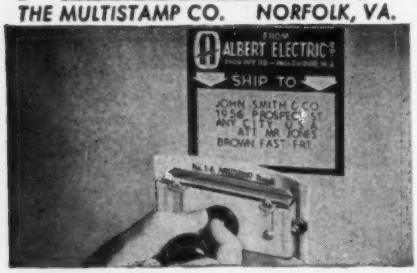

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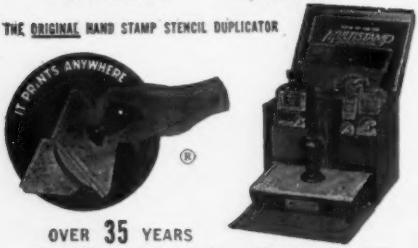

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no gloves, a frilly party dress and loafers. If, in addition, her hair is cut short and straggly and she is made up like an over-age chorus girl, there is little future for her in business. A majority of the office executives agreed that most high school graduates are well groomed and properly dressed when looking for a job.

The respondents thought that young men, aside from being normally neat and clean, looked best in a dark suit, solid color oxford shoes, a fedora hat and a regular haircut. Over 60% said an applicant was o.k. without a hat, but looked better wearing one. There was almost unanimous objection to sports jackets and extreme haircuts. Crew cuts were rated as acceptable. They said girl graduates make the best impression wearing a small hat, gloves, stockings, medium-heel shoes and a suit or simple, fitted dress. The hair style most appropriate for job interviews is medium length, curled. They found pony tails frivolous and felt that the short, saw-tooth or "idiot" cut was well named. The best make-up for a girl is a limited amount of lipstick and plenty of soap and water.

Denver Conference-Exhibit

A regional conference and equipment exposition will be held by National Office Management Assn. at the Cosmopolitan Hotel and the City Auditorium Arena in Denver, Oct. 6-8. Literature from NOMA, Willow Grove, Pa.

Genevieve Bell, CPS of Portland, Ore., was named Secretary of the Year at the annual convention of the National Secretaries Assn.

TSA Elects Officers

The Transcription Supervisors's Assn. of New York elected the following officers for 1958-59: president, Loretta F. Spacek, Bell Telephone Laboratories, Inc.; 1st vice president, Evelyn Swahlin of Frueauff, Farrell, Shanley & Johnsen; 2nd vice president, Ruth D. Kassowitz, Graver Water Conditioner Co.; recording secretary, Margaret O. Cameron, Royal McBee Corp; corresponding secretary, Anne Turansky, Union Carbide Corp.; treasurer, Edna M. Gallagher, Union Bag-Camp Paper Corp.; assistant treasurer, Mary L. Horgan of Cleary, Gottlieb, Friendly & Hamilton.

AREA Meetings

The Assn. of Records Executives & Administrators will resume its meetings in New York Sept. 17 when Arthur Barcan of Records Management Institute will talk on "Scientific Reporting to Management: New Control and New Data." Next month's meeting will be Oct. 15 and the annual meeting and election of officers will be on Nov. 19. Guests who are interested in records management are always welcome, according to A. A. Deter, 15 East 41st St., New York 17.

Seattle Electronics Conference

The western division of National Machine Accountants Assn. will hold its 4th Electronics Business Systems Conference in the Olympic Hotel, Seattle, Oct. 30-31. The program will cover the entire field of mechanized and electronic accounting. A product exhibit will be held in conjunction with the conference. Information and program brochure from Box 134, Seattle 11, Wash.

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Faster Than Hands

(Continued from page 96)

is sent to the world's largest chain of department and specialty stores by a subsidiary, Allied Purchasing Corp., New York. To executives and buyers at 74 stores located in 23 states, APC sends a constant stream of literature reporting new products, market conditions, store statistics, sales brochures, promotion suggestions, and other spot news. To reproduce all this requires some 6000 offset plates and duplicating stencils each month. Several hundred copies from each master may be run. The result is approximately 16 million printed sheets each year, all of which are collated.

Benefits which machine collating offered over old "walk around" hand collating are readily apparent. Where five persons had taken 60 hours to assemble 210 copies of a 265-page mailing, it is now possible to do the job in 7½ hours with only one operator. This represents a time saving of 52½ hours, or 88%. Today, the collating load at APC has gone beyond the capacity of office size collators, and the company now operates large, fully automatic collators.

There are other benefits which cannot be measured—elimination of monotony and fatigue, greater accuracy, less deadline pressure, and increased employee morale. A 16-bin machine is used at Hunter College, New York. "In this office, collating is not a daily activity," says Mrs. Jehle, the president's secretary. "It is one, however, where a time element involving close deadlines is concerned. This alone justifies

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Complete line of models for negatives, plates, stencils, etc. up to 21" wide. Capacities up to 1,400 pieces. Wide range of sizes up to 26" wide, 52" high, 28" deep.

ATLAS HANGERS
Over 20 types and sizes, a complete patented line. Lug, spring-clip and envelope types to fit every need.

At Quality Equipment Dealers Everywhere—Specialized Model at Addressograph-Multigraph Agencies

Write for Complete Catalog

ATLAS
STENCIL FILES CORP.
16716 Westfield Ave. • Cleveland 10, Ohio

For More Information Circle No. 349

Q. GOT HIGH-PRICED HELP LOOKING FOR RECORDS?

A. LOW-COST "CONVOY" STORAGE FILES!

All your semi-active or inactive records are instantly available. What a time and money-saver today!

Rigidized permanent Drawer and Shell construction eliminates shelving and costly searching (the biggest item).

All this at half the cost of steel because "CONVOYS" are heavy duty corrugated board processed to remarkable strength.

Sizes: letter, legal, check, deposit slip, tab card . . . 10 others.

There's a dealer near you — or write

CONVOY, Inc.
STATION B, BOX 216-H
CANTON 6, OHIO

For More Information Circle No. 338

PLATENS PARTS SUPPLIES for TYPEWRITERS and other office machines

Now in New and Larger Quarters

TYPEWRITER EQUIPMENT CO., INC.
25 Park Place, New York 7, N. Y.

For More Information Circle No. 339

the investment, even for periodic usage." Their principal collating centers on agendas, or calendars, for regular series of committee meetings. In a normal month approximately 10,000 or more sheets must be assembled at various times into some 220 sets of seven different types. By hand, this would take 16 to 20 hours; by machine, five or six hours. In one school year this might mean a dollar saving equal to a clerk's salary for three weeks. A second 16-bin model is now in use in the college duplicating department.

Among other academic users of collating machines are Sarah Lawrence College, Bronxville, N. Y., and the Stenographic Service Center of the University of Delaware. Both make continuing general use of their collators for preparation of texts, research and administrative reports, schedules, news letters and other material. Both find periods, such as when budgets are being prepared, when the collators receive extra heavy use.

Offset duplicators can turn out quan-

Two views of the duplicating department of Manhattan Life Insurance Co., New York, showing 10-bin collator at right.

tities of work in a very short time. Addressing, folding and inserting, sealing and postage metering machines make short work of mailing operations. But wherever hand collating lingers, in those places a serious potential bottleneck exists. This would be bad enough if proper machines did not exist, but highly efficient collators have been designed for use in offices of every size.

TELE-REST frees the hand that holds the phone!

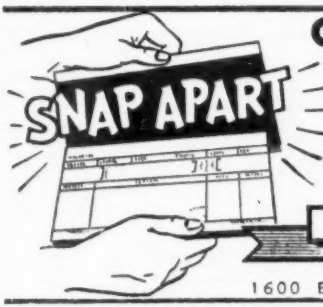
TELE-REST, the attractive and efficient telephone accessory featuring:

- Complete adjustability for right or left shoulder use.
- Holder to fit all popular receivers.
- Easy installation
- Natural rubber cushioning inserts
- Black or nine colors
- AND a budget-wise price.

Tele-Rest

At your nearest stationers, or write H. H. Renseker Co., Inc.
P. O. Box 9235, San Diego 9, California

For More Information Circle No. 353



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Increase Efficiency, Reduce Costs

Sold through our Dealers only . . .

DEALERS: Liberal Discounts – Delivery you can depend on. All forms carry YOUR imprint. No inventory, equipment, shipping or warehouse costs. Write TODAY to New Dealer, Dept. 1, 1600 E. 26th St., Little Rock, Ark.

INTERNATIONAL BUSINESS FORMS
INCORPORATED
1600 E. 26TH STREET • LITTLE ROCK, ARKANSAS

How to: Organize 'Sell' Operate and Maintain A FORMS CONTROL PROGRAM

RAY MARIEN, Forms & Procedures Manager, Olin Mathieson Chemical Corp., New York.

A 24-page illustrated reprint from THE OFFICE.

EVERY COMPANY, large or small, needs a forms control program. Often it is not an easy matter to fit such a program into the organization. Various methods are available.

Here, a forms expert shows how you can fit the program into your own organization. He gives the entire procedure for installing a successful forms control program. Even if you now have a forms control program, you will find this booklet both informative and interesting.

50c per copy **35c a copy in lots of 12 or more**

OFFICE PUBLICATIONS INC., 232 Madison Ave., New York 16, N. Y.

Please send me ..... copies of the reprint, "HOW TO ORGANIZE, 'SELL', OPERATE AND MAINTAIN A FORMS CONTROL PROGRAM". ☐ *I enclose remittance.* ☐ *Send invoice.*

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Company .....

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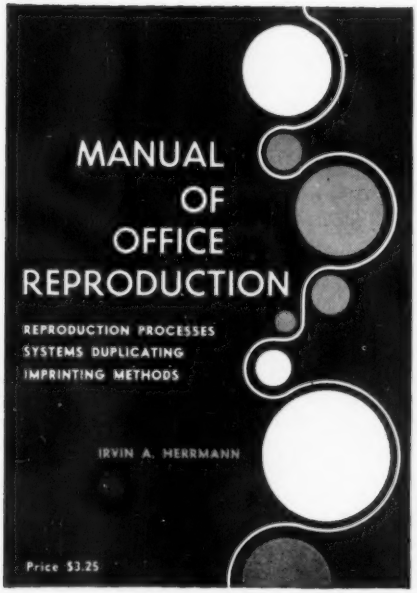
City ..... *Zone* .... *State* .....

THE ONLY BOOK OF ITS KIND!



Describes all office reproduction and duplicating processes. Time-saving charts show at a glance which process to use for best results in any situation. Tells how to make the most economical use of whatever duplicating machines an office may now have—how to combine the advantages of one process with those of another to save time and money. Also tells when not to use certain methods.

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SIGNATURE MACHINES,
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Over 200 pages of helpful information, and illustrations (including 100 pages of advertising by duplicator manufacturers, with Buyer's Guide index).

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Street .....

City ..... *Zone* .... *State* .....

News of the Industry

Friden General Manager

Appointment of Philip R. Samwell to assume the additional duties of general manager of Friden, Inc., was announced by Walter S. Johnson, president and chairman of the board of directors. Mr. Samwell joined Friden as controller in 1945. Three years later he was named assistant secretary. Then he was appointed to the board of directors and in 1952 he was designated a vice president.

Bohn Appoints Heussner

George T. Heussner

George T. Heussner has been named sales manager in charge of BDC Contex Calculators for Bohn Duplicator Corp. Mr. Heussner will be in charge of sales through over 600 Contex dealers throughout the U.S. For the last two years, he was sales manager of Cummington Corp. Prior to that he was dealer sales manager for the U. S. and Canada with National Cash Register Co.

J. M. Nash Co. Buys Can-Pro Corp.

Sale of Canvas Products Corp., Fond du Lac, Wis., to J. M. Nash Co., Milwaukee, was announced by Herman J. Jongebloed, chairman of the board of Nash, and Adolph Kluge, president. There are no plans for changing the operational methods or company policies which have enabled Canvas Products Corp. to progress successfully during its 60 years of existence. Arnold F. Firle, former vice president, was named to the newly created post of executive vice president and general manager.

Ecusta Sales Manager

George W. McCleary

George W. McCleary has been named sales manager for the Ecusta paper operation of Olin Mathieson Chemical Corp., it was announced by W. E. Zimmerman, Ecusta director of sales and marketing. Mr. McCleary, formerly advertising and promotion manager for the corporation's packaging film operations, will be responsible for promotion and sale of lightweight printing and bible paper, carbonizing tissues and lightweight specialty papers. A tenth Fourdrinier machine has been installed at Pisgah Forest, N. C., to produce lightweight papers for textbooks, advertising inserts, direct mail catalogs, financial and annual reports.

Buying British Typewriters, Ltd.

Smith-Corona Marchant, Inc., announced it is seeking to purchase British Typewriters, Ltd., of West Bromwich, England. Elwyn L. Smith, president, said that a cash offer has been transmitted to the shareholders by the directors of the

SWIFT
ADDING MACHINE

$99.50 plus tax

SWIFT BUSINESS MACHINES CORP.

Great Barrington, Mass.

For More Information Circle No. 300

Our Golden Rule

"... unmeasured service to a distinguished list of customers."

We are proud that the superior quality of our products has earned us the friendship of so many fine firms, and we take extra pride in meeting their special requirements with care and promptness.

We at Colonial will be happy to discuss *your* special requirements ... may we hear from you?

Specialists in the manufacture of spirit master units, spirit carbon, hand cleansers and fluids.

Colonial Carbon Company SKOKIE, ILLINOIS

Serving the wholesale trade exclusively

British company, who have recommended its acceptance. If approved by the stockholders, it is believed the transaction will be completed by Sept. 1. The company's plant in West Bromwich, near Birmingham, was completed in 1954. In addition to domestic and export sales of Empire typewriters, British Typewriters, Ltd., through its subsidiary, Office Equipment Distributers, Ltd., distributes office equipment in Britain, primarily of Swiss and German manufacture. Mr. Smith said, "Substantial expansion of the West Bromwich plant is planned in the next year to supply the increased demand for Smith-Corona typewriters in Western Europe and the British Commonwealth markets. Management of British Typewriters, Ltd., will be retained."

NOMDA Has Over 2200 Members

A new high figure of 2000 members has been passed by the National Office Machine Dealers Assn. This does not include 150 Canadians who joined in the merger of the Canadian OMDA with NOMDA.

Mosler Advertising Manager

Appointment of Arnold Belasco, as advertising manager of Mosler Safe Co. was announced by Edwin H. Mosler Jr., president. Mr. Belasco joined the company in 1952 as assistant advertising manager. He will coordinate the activities of the four agencies serving the safe company and its affiliates.

Clary Retail Sales Manager

Appointment of J. L. Jackson, a veteran of 32 years in the business machines field, as retail sales manager was announced by William G. Zaenglein, executive vice president and general sales manager for Clary Corp. Mr. Jackson, who joined Clary in 1949, had been director of branch operations with headquarters in Chicago. He was for many years with Victor Adding Machine Co. and National Cash Register Co. Mr. Zaenglein also reported that Wayne M. Smythe, formerly in charge of sales promotion, was named assistant retail sales manager.

Standard Duplicating Executives

A. W. Vanderhoof, president, Standard Duplicating Machines Corp., Everett, Mass., announced two important promotions in the company's top engineering management echelon. Mustafa J. Ajam, holds the newly created post of director of sales engineering. He was formerly chief engineer. In his new capacity, Mr.

Mustafa J. Ajam

Carl A. Bergman

Ajam will render full time assistance to all Standard agencies on service and engineering problems. Carl A. Bergman was advanced to chief engineer, in charge of all design, development and research activities and all such engineering personnel. Mr. Bergman designed the Rocket, the most popular and successful model Standard ever introduced.

Ozalid Product Development

Charles H. Benbrook was appointed product development director of the Ozalid Division, General Aniline & Film Corp., it was announced by Walter A. Hensel, vice president of the company, and general manager of the division. Mr. Benbrook had been Ozalid director of research since 1949. He joined General Aniline in 1943. Dr. Clifford E. Herrick Jr. succeeded Mr. Benbrook as director of research. Dr. Herrick, a research department head at Ozalid since 1952, joined General Aniline in 1946.

MEMO

Dear Gal Friday

I don't care what they say—it was love at first sight. How beautiful you are—your eyes, your hair, your form divine. Surely a perfect Secretary will make a perfect wife.

Love,

Robinson

We don't guarantee romance—but we do promise that you'll be a better Secretary if you use A.W. FABER ERASER STIK, the pencil-shaped, white-polished beauty that lets you *erase without a trace*. Removes a single letter without blurring rest of the word. Pick up a few at your Stationer today.

Which point do you prefer?

MEDIUM or AVERAGE

THIN or BLUNT

ERASER STIK® gives you your choice

A.W. FABER ERASER STIK

With brush **20¢**
Without brush **10¢**

7099 and 7099B gray all-utility ERASER STIK for pencil, ink or typewriting.

7066 and 7066B for those who prefer a soft, red typewriter eraser.

A.W. Faber-Castell Pencil Co. Newark 3, N. J.

For More Information Circle No. 370

Carter's Export Subsidiary

Carter's Ink Co., currently observing its 100th anniversary year, announced the establishment of a wholly owned subsidiary, Carter's Ink Company Overseas, S.A., with headquarters in Panama, to concentrate on the development and expansion of Carter's international business. Officers of the new company are: N. C. Hubley Jr., president; Donald Chadduck, vice president and general manager; E. T. Dickinson, treasurer; W. W. Fox, secretary.

New Portable Parts Plant

Smith-Corona Marchant, Inc., will construct a 150,000 sq. ft. plant near Cortland, N. Y., to manufacture parts for portable typewriters. Emerson E. Mead, vice president, operations, said the decision to go ahead with construction at this time "reflected the company's faith in the future and the continued high demand for Smith-Corona manual and electric portable typewriters."

E. H. Doogan Jr. (center), Chemical Corn Exchange Bank, New York, won the $100 first prize offered by Wilson Jones Co. at the National Machine Accountants Assn. conference. Bill Boyer, Wilson Jones eastern sales manager is at left; Bill Ryan, advertising manager, at right.

#MT4

CONFIDENTIAL MAP FILE

Easiest way to file and find maps, blueprints, tracings. Quality metal cabinet file with locking doors. 112 tilting tubes handle 60" prints. Tubes indexed for quick location. Shipped from stock.

Patent No. 1610368. Other Patents Pending.

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For More Information Circle No. 328

Wilhelm Dreusicke & Co. KG

MANUFACTURERS OF UNION-TYPE TYPEWRITER PARTS AND SPEZIAL TOOLS

BERLIN W 35 · LÜTZOWSTR. 3

WRITE FOR FREE COPY OF OUR ILLUSTRATED CATALOG

For More Information Circle No. 329

Eliminate Costly Hours Spent Counting Coins . . .

with a CASH-A-FLASH Auto-Meter Coin Counter

• Keeps Perpetual Count • Stores Over $60 Worth of Coins • Converts to Change Box • Inexpensive • Durable • Safe—a sturdy lock on each box.

Send for illustrated literature

HASTINGS TYPEWRITER CO.

518 W. 3rd St., Hastings, Nebraska

For More Information Circle No. 330

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The ALL NEW SPEEDRITE FOLDING COPYHOLDER

Welcomed by secretaries as a valuable aid to production and accuracy. Relieves eye and neck strain. Completely adjustable to desk and light conditions. Never in the way. Folds behind typewriter when not in use.

Other Hall-Welter products include: Error-No Copyholders, Speedrite Checkwriters, Chexsigno Check Signers.

HALL-WELTER COMPANY, INC.

38 Mt. Hope Avenue • Rochester 20, N. Y.

For More Information Circle No. 331

WHEN QUALITY COUNTS

Mend it, mount it, bind it, attach it quicker more efficiently! Use permanent, waterproof, transparent UHU in your office.

UHU® GLUES EVERYTHING BETTER!

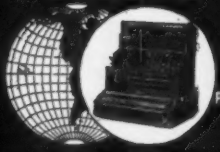
Order through your supplier or write to:
UHU Products Corp.,
820 Greenwich St., New York 14, N. Y.
For More Information Circle No. 408

3 PHONE PROBLEMS SOLVED —

1. *Safeguarding privacy.*
2. *Quieting the office.*
3. *Better hearing—noisy places.*

HUSH-A-PHONE
Model for all types of phones and dictating machines.
Write for Literature
HUSH-A-PHONE
65 Madison Ave.
Room 710
New York 16
For More Information Circle No. 410

MANUFACTURERS OF DURALUMINUM
MANY STYLES HOLDERS FOR HANDWRITTEN SNAPOUT FORMS
SAUNDERS MFG. CO., INC.
P. O. BOX 243
WINTHROP, MAINE
For More Information Circle No. 409

CASH REGISTER PARTS
WORLD WIDE SERVICE

HIGHEST QUALITY PRODUCTS
CASHERE CORPORATION
Successor to International Cash Register & Parts Co.
207 E. Evergreen Ave., Mt. Prospect, Ill.
For More Information Circle No. 411

Sainsbury Joins Peerless

Leonard R. Sainsbury has joined Peerless Photo Products, Inc., Shoreham, N. Y., as special assistant to the president, according to George B. Crouse, Peerless' president. Mr. Sainsbury will be primarily concerned with product development and technical sales problems. Previous to joining Peerless, he had been for ten years with Grant Photo Products Co., Cleveland, and three years with Kryptar Corp., Rochester, N. Y., both manufacturers of photographic films and papers. Before that he was five years with Du Pont's photographic film and paper division in Rochester.

Autographic's 75th Year

Autographic Business Forms, Inc., has moved its home office facilities to its new factory building in South Hackensack, N. J., which brings under one roof all the company's home office personnel for the first time in 17 years. The move coincides with the 75th anniversary of the company.

Harry C. Peterson, assistant sales manager, Marchant Calculators Div. of Smith-Corona Marchant, Inc., ushers May Castenette, 22-year Marchanter, into new Marchant building in Oakland, Calif.

Copease Appointments

John F. Mannhaupt, formerly controller, was appointed assistant to the vice president, Frank M. Gale, and John P Ricketts was named controller of Copease Corporation, it was announced by Charles E. Hallenborg, president.

British Efficiency Exhibition

The 45th National Business Efficiency Exhibition which opens in Manchester, England, Sept. 22, promises to be one of the most outstanding displays of its kind. Some 107 firms will take part, a record for any B.E.E. outside London. The entire exhibitors' area was sold with demand for at least 50% more space, which it was impossible to meet.

Business Forms Names Anderson

R. D. Anderson was appointed New England sales manager of Business Forms, Inc., designers and manufacturers of Needle-Sort Data Processing cards and forms, it was announced by W. Mason Beekley, vice president and general sales manager. Mr. Anderson formerly represented Royal-McBee's data processing division in Worcester, Mass.

For Schwab Safe Co. in Kentucky

E. W. Memering, sales manager, Schwab Safe Co., Lafayette, Ind., announced the appointment of T. M. Sizemore, 366 Francis Bldg., Louisville 2, as Schwab's factory representative for the State of Kentucky.

Garrett Roberts

Garrett Roberts, president of Weldon Roberts Rubber Co., Newark, N. J., manufacturers of erasers and abrasives, died from a heart attack on July 23. Mr. Roberts was 59 years of age and had spent all his adult life in the business founded by his father. His wife, a daughter and a son survive him.

KEY TO MOTOR DEPENDABILITY IN BUSINESS MACHINES...

Special engineering is the key to motor dependability in business machines . . . because it assures the exact mechanical and electrical requirements for the application. This is one of the reasons why more and more designers of leading business machines are turning to Lamb Electric Motors, which are *all* specially engineered.

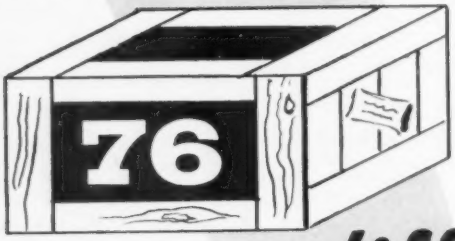
The Lamb Electric Company, Kent, Ohio
A Division of American Machine and Metals, Inc.
In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ontario

Lamb Electric
SPECIAL APPLICATION FRACTIONAL HORSEPOWER MOTORS

For More Information Circle No. 414

Attention Office Equipment Manufacturers!

ADVERTISE TO



different MARKETS

Every autumn OFFICE EQUIPMENT EXPORTER is enthusiastically received and acted upon by office equipment importers and dealers. These 76 countries buy both high and low priced items. Get a share of this business by advertising in the forthcoming 1958 edition. Write *today* for rates.

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Ethiopia
Finland
Formosa
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French Africa
French Guiana
Germany
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Gibraltar
Great Britain & Northern Ireland
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Haiti
Hawaii
Hong Kong
Iceland
India
Indonesia
Iran
Iraq
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Libya
Luxembourg
Madagascar
Madeira Island
Malaysia
Malta
Morocco
Nepal
Netherlands
Netherland West Indies
New Zealand
North Rhodesia
Norway
Pakistan
Philippines
Portuguese Africa
Puerto Rico
Siam
South Sea Island
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Office Equipment Exporter

Circulation over 9,000

OFFICE PUBLICATIONS, INC. **232 Madison Ave., New York 16, N. Y.**

For More Information Circle No. 359

Future Trends in the Personnel Market

EWAN CLAGUE, Commissioner of Labor Statistics, U. S. Dept. of Labor, Washington, D. C.

BETWEEN 1950 and 1955 there was an absolute decrease in the number of people 14-24 years of age available for employment. In the 25-34 age group in that five-year period, very few people came into the labor force. The increase in the work force from 1950 to 1955 was all in age groups over 35, and over 45. Women accounted for more than half the increase.

The Bureau of Labor Statistics has taken a long look at population and labor force trends; social and economic changes. On the basis of these and other factors, and assuming favorable employment opportunities, we have projected the labor force to 1965. This indicates an increase over 1955 of about 10½ million persons. The major changes expected are increasing work participation by women—particularly married women over 35 whose children are of school age or older; a decline in young persons because of the trend toward more years of schooling; and a decline of older male workers in the labor force.

Between 1955 and 1960, the labor force is expected to increase 4.3 millions, from about 69 million in 1955 to 73.2 million by 1960, with an increase in people 14 to 24 years of age. Many of these will be doing part-time work while attending high school and college. By 1960, the 25 to 34 age group shows a positive decrease, and an increase in the ages over 35, particu-

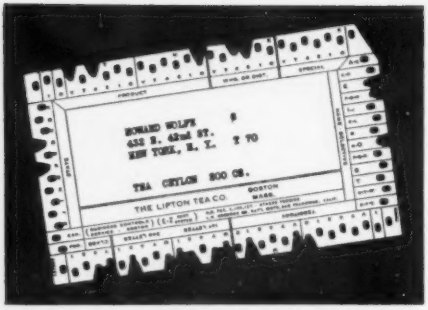
AUTOMATIC OFFICE PAPER SHREDDER

Add filing space by destroying cancelled checks, ledger sheets, time cards, W2's, pay vouchers and obsolete papers—in your own office! The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the only automatic feed machine . . . shreds papers into unreadable ¼" strips, in just a few seconds! The machine is an attractive, typewriter-size, portable desk model, with full ½ HP motor. Completely safe, and easy to operate. Many other sizes available, too.

Ten-Day Trial on any shredder. Write today for literature.

INDUSTRIAL SHREDDER AND CUTTER COMPANY
103 MILL ST. • SALEM, OHIO

For More Information Circle No. 415



E-Z SORT SYSTEMS save time and money in every department...

- **Accounts Payable**
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Each individual department in your company can keep and service its own records—faster and easier, with present untrained personnel—by using an E-Z Sort System. No need to centralize your sorting and tabulating while you worry over expensive machine costs. Try E-Z Sort in just one department and its efficiency will spread throughout your organization. Ask for a demonstration and you'll see why!

E-Z SORT SYSTEMS, Ltd.

45 Second St., Dept. 22, San Francisco 5, Calif.

Sole Manufacturers of E-Z SORT SYSTEMS.

Over 50 Offices to Serve You.

For More Information Circle No. 416

larly in the group 45 to 54. Women will provide a larger part of the increase than men.

Personnel training will have to face the problem that most of the additional workers in our labor force will be women and young persons who traditionally have the highest turnover rates. A growing number of workers will be available only for part-time work. Shortages of men in the prime working age groups will accentuate the need for training and utilization of young workers. Women must be trained for jobs formerly filled by men. Arrangements must be made to train and use part-time workers.

The trend toward more complex jobs requiring greater skill will undoubtedly be accelerated. The long-term growth in white-collar occupations particularly in professional and technical fields, will continue. There will be a slower growth in blue-collar occupations with a continuing rise in their skill level; a sharp decline in employment on farms, and a faster than average growth among service workers.

In 1956, for the first time, white-collar workers exceeded the number of blue-collar workers. In 1910, white-collar occupations accounted for about 22% of the labor force. By 1956, the proportion was almost 40%. In the next decade each of the white-coller groups is expected to grow faster than the labor force as a whole.

Within the white-collar group, clerical and kindred workers grew faster than any other occupational group from 1910 to 1950. Although the rate of growth has slowed down in the past decade—perhaps partly because of the

FIRE AND BURGLAR PROOF
BLUE PRINT AND PLAN
FILE CABINET
EVERY DRAWER
A FIREPROOF SAFE

These drawers can be furnished in two, three, four, and five-drawer sections, and will house any size sheet up to and including a 42" x 31" size. See it at the N.S.O.E.A. Show, Room 561, Conrad Hilton Hotel, Chicago, Sept. 27-29, or write for literature.

SCHWAB SAFE COMPANY, Lafayette, Indiana
For More Information Circle No. 272

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Two Leading German Office Equipment Journals, at reduced combination rate!

"BUEROMARKT" (Office Market) general guide, semi monthly, printed in GERMAN **$6.30**
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combined only $13.00

These vital Trade Journals keep you up-to-date with the German—European Office Appliance market. In regard to subscriptions or advertising rates contact our American Representatives:

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VERLAG PETER BASTEN, Aachen, Germany

For More Information Circle No. 273

"It's CLEAN, QUICK and EASY with Duplisette"

READY-MADE
SECOND-SHEET
and
CARBON SETS
FOR ALL TYPEWRITTEN CARBON COPIES

Prove it to yourself with this free offer:—Duplisettes give you fast, clean carbon copies —NO more smudged fingers, NO more dirty letters, NO more collating, NO more fussing with loose carbons! Size 8½ x 11 in *white, canary, pink, blue, green and goldenrod.*

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For More Information Circle No. 274

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PERMA-PRINT .....Only $29.50
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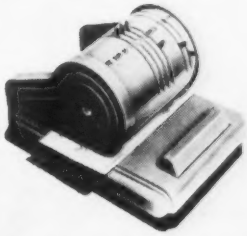

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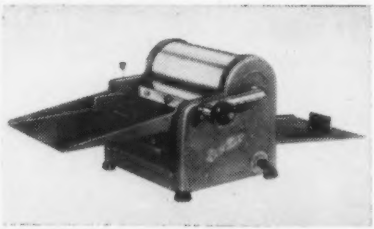

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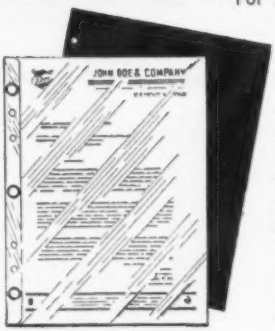

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Growth of two white collar groups—managers, proprietors and officials, and sales workers—were not as rapid as those of clerical and professional workers, but were above that for the labor force as a whole. Sales workers are expected to increase somewhat faster than the labor force during the next decade. The proprietor and managerial group will have the smallest rise among the white collar group but will increase slightly faster than the labor force during the 1955-65 decade.

Although blue-collar occupations, as a whole, are expected to decline as a proportion of the labor force, there will be divergent trends among these occupational groups. Employment of skilled workers has increased at about the same rate as the labor force during the 1950's after showing a very rapid

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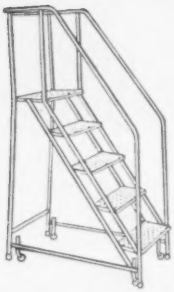

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growth during the 1940's. Skilled workers are expected to increase at a somewhat faster rate than the labor force during the next decade. Our projections indicate a growth of more than 1½ millions in the 1955-65 period.

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National Conference & Exhibit Calendar

American Bankers Assn., Chicago, Sept. 21-24.

Life Office Management Assn., Chalfonte-Haddon Hall, Atlantic City, Sept.22-24.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 27-Oct. 1.

National Business Forms Associates, Arlington Hotel, Hot Springs National Park, Ark., Sept. 29-Oct. 1.

National Institute of Governmental Purchasing, Statler Hotel, Boston, Oct. 5-8.

American Institute of Certified Public Accountants, Statler & Cadillac Hotels, Detroit, Oct. 11-16.

Systems & Procedures Assn. of America, Penn-Sheraton Hotel, Pittsburgh, Oct. 13-15.

Institute of Management Sciences, Sheraton Hotel, Philadelphia, Oct. 16-18.

Controllers Institute of America, Chalfonte-Haddon Hall, Atlantic City, Oct. 19-22.

National Business Show, Coliseum, New York, Oct. 20-24.

Office Management Div., American Management Assn., Statler Hotel, New York, Oct. 22-24.

American Records Management Assn., Essex House, New York, Oct. 24-25.

Eastern Commercial Stationery Show, N. Y. Trade Show Bldg., New York, Oct. 25-28.

National Assn. of Bank Auditors & Controllers, Statler-Hilton Hotel, Dallas, Nov. 3-5.

Industrial Management Society, Sherman Hotel, Chicago, Nov. 5-7.

Federal Government Accountants Assn., Shoreham Hotel, Washington, D. C., Nov. 17-18.

Society of Reproduction Engineers, Sherman Hotel, Chicago, Dec. 13-16.

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